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Bill is a distinguished trial lawyer. He has tried over 85 jury trials in state and federal courts. Bill focuses on complex litigation involving health care institutions and providers, scientific research centers, and product manufacturers, including pharmaceutical products and medical devices. Bill has represented hundreds of physicians, hospitals, and clinics in medical negligence cases; represented insureds and insurance companies, as both plaintiffs and defendants, in bad faith, breach of contract, and Consumer Protection Act cases; and served as regional and local counsel in mass tort cases. He was a member of the team that represented the State of Washington in the successful litigation against the tobacco industry. Bill has also represented plaintiffs in a number of major cases, including a young woman in a products liability case that led to a verdict in excess of \$15 million for his client. In 2021, Bill was named for the twentieth consecutive year to *The Best Lawyers in America*. He has consistently been listed to the Washington Super Lawyers list from 2003 to 2019 and frequently is named to the Top 100 Lawyers' list.

REPRESENTATIVE CASES

- Defended medical institution and surgeon in a pair of medical negligence/products liability cases.
- Defended two family practice physicians for alleged failure to diagnose colon cancer. Fourweek trial resulted in a hung jury. Case settled following declaration of mistrial.
- Represented a pediatrician and a pediatric clinic in a medical negligence case brought by a minor patient and his parents. Partial plaintiff verdict, partial defense verdict, and hung jury following four-week trial. Case settled following declaration of mistrial.
- Represented the owner of a business sued by an insurer under a theory of subrogation. Owner
 counterclaimed for damage to business reputation. Defense verdict on subrogation claim.
 Verdict for business owner for \$1,500,000. Reversed, in part, on appeal. Remanded for trial
 on damages only.
- Represented a neurosurgeon in an alleged failure to obtain the informed consent of a patient who went blind after a surgery. The jury returned a defense verdict.
- Represented an emergency room physician in an alleged failure to diagnose a spinal cord injury. The jury returned a defense verdict.
- Represented ENT surgeon in a medical negligence case alleging a surgery caused a brain injury. The jury returned a defense verdict.

- Represented Plaintiff, Maria Federici, in a products liability case against U-Haul. The jury returned a verdict in favor of the plaintiff for \$15,510,000.
- Represented XL Environmental and Greenwich Insurance in a breach of contract/bad faith case which resulted in a \$4,700,000 settlement for BB&L's clients during trial.
- Represented XL Environmental and Greenwich Insurance in coverage/bad faith case which resulted in a \$12,950,000 settlement in favor of BB&L's clients.
- Represented Fred Hutchinson Cancer Research Center during ten-week research liability/informed consent trial which resulted in defense verdicts in four of five cases.
- Represented a homeowner in a bad faith, breach of contract, and Consumer Protection Act case against Farmers Insurance and obtained Washington State's largest first party bad faith jury verdict of over \$1,900,000.
- Represented State of Washington in *State of Washington v. American Tobacco Co, et al.*, a case which settled during trial.

AWARDS AND RECOGNITION

- Fellow of the Litigation Counsel of America, Trial Lawyer Honorary Society, 2012-present
- Selected to the Washington *Super Lawyers* list, 1998-2020
- Selected to the *Top 100 Attorneys in Washington* list, 2013-2016
- Selected to America's Top 100 Attorneys—Lifetime Achievement Membership list
- Selected to the *Best Lawyers in America* list, 2001-2021
- Martindale-Hubbell AV Rated

PROFESSIONAL AND COMMUNITY INVOLVEMENT

- Washington Defense Trial Lawyers, President, 1988-1989
- Federation of Defense and Corporate Counsel
 Toxic Tort and Environmental Law Section, Chair, 1997-1999

 Intellectual Property Section, Chair, 1999-2001
 Medical Malpractice Section, Pharmaceutical Litigation Section, Chair, 2002-2004
- King County Bar Association

- American Bar Association
- University of Washington School of Law Lecturer on Medical Malpractice Law, 2015 to present

PUBLICATIONS AND PRESENTATIONS

- "Medical Malpractice Trends, Traps, and Tips," presented to Seattle Cancer Care Alliance, Seattle, Wash., 2012
- "Informed Consent Goes to Court," presented at Swedish Grand Rounds Series, Continuing Medical Education, Swedish Medical Center, Seattle, Wash., 2012
- "Medical Legal Tips and Trends in Neurological Surgery." Washington Association of Neurological Surgeons May 2010
- "Genetics and Legal Issues: Research Liability," presented to 48th Washington Judicial Conference, Tacoma, Wash., 2005
- "Defending Medical Claims and Allegations of Malpractice," presented to Washington Defense Trial Lawyers, Seattle, Wash., 2005
- "Genome Justice (Disparate Impacts of Genetic Testing on Women and Vulnerable Populations)," presented by The National Association of Women Judges, Seattle, Wash., 2004
- "Consent and Liability Lessons for IRB Members," presented at Seattle, Wash., 2003
- "Masters In Trial-A Trial Demonstration," presented through the Foundation of the American Board of Trial Advocates, Seattle, Wash., 2003
- "Terrific Tools for the Technologically Challenged Trial Lawyer," presented through the FDCC, Sun Valley, ID, 2002
- "The Power of Videotape Depositions at Trial," presented through the Washington State Bar Association, Seattle, Wash., 2002
- "Technology and the Trial Lawyer: New Tools for More Impact," presented through the FDCC, Boca Raton, Fla., 2002
- "Nursing Home Litigation," presented through the Defense Research Institute, San Francisco, Calif., 2001
- "Trying Big Tort Cases," presented through the University of Washington School of Law and Washington Law School Foundation, Seattle, Wash., 2000

- "Tobacco Litigation Update—Lessons for the Future," including a discussion of the crime-fraud exception to the attorney-client privilege, presented at the 1999 Mid-Winter meeting of the Federation of Insurance and Corporate Counsel in San Antonio, TX.
- "The Tobacco Wars: a View from the Front," invited lecture at Claremont-McKenna College, Claremont, Calif., 1999
- "Sick Building Syndrome The Clue Game," presented at the 1998 Annual Meeting of the Federation of Insurance and Corporate Counsel at the Chateau Mont Tremblant, Quebec, 1998
- "Risk Management in Cardiovascular Anesthesia," presented at the 1998 annual meeting of the Society of Cardiovascular Anesthesiologists at the Washington State Convention Center in Seattle, Wash.
- "Brain Damage Vignettes 1997," presented at the annual meeting of the Federation of Insurance and Corporate Counsel at the Broadmoor in Colorado Springs, Colo., 1997
- "The Obvious and Serious Brain Damage Case: The Defense Lawyer's Role," presented at the Defense Research Institute Seminar, Westin Hotel, Seattle, Wash., 1997
- "Mass Litigation: Lessons from the Past; Warnings for the Future," focus on tobacco litigation, presented at the Federation of Insurance and Corporate Counsel Annual Meeting London, 1996
- "A UWMC Medical Team Goes to Court," presented at the University of Washington, Department of Medicine, 1995-96 Medical Grand Rounds, 1996
- "Norplant System Litigation -- The Physician's Role," presented at the Federation of Insurance and Corporate Counsel Annual Meeting in Sun Valley, ID, 1995
- "Washington State Physicians Insurance Exchange and Association v. Fisons Corporation, Lessons for Health Care Providers," presented at the Federation of Insurance and Corporate Counsel Annual Meeting at the Chateau Whistler Resort, Whistler, British Columbia, 1994
- "Washington State Physicians Insurance Exchange and Association v. Fisons Corporation, Wake-Up Call for the Pharmaceutical Industry," presented at the Federation of Insurance and Corporate Counsel Mid-Winter Meeting at the Ritz Carlton, Kapalua, Maui, HI, 1994
- "Trial Technique Vignettes for the Bad Baby Case," The Defense Research Institute Medical Malpractice Seminar, San Diego, Calif., 1993
- "Mock Trial: Breast Cancer Litigation," sponsored by Physician's Insurance, Seattle, Wash., 1992
- "Mock Trial: Medical Malpractice, Mason Clinic, Seattle, Wash., 1991

- Anatomy of a Medical Professional Liability Lawsuit," sponsored by Group Health Cooperative of Puget Sound, Seattle, Wash., 1989, 1991, 1992
- Lecturer, American College of Surgeons, Medical Malpractice, Seattle, Wash., 1990
- "Jury Selection and Witness Preparation: Persuasive Strategies for Jury Trials," sponsored by King County Bar Association, "Preparation of Witnesses," Seattle, Wash., 1987
- "Torts in Transition: The Impact of the Legislature," sponsored by Washington Association of Defense Counsel, "Impact on Medical Profession: Statute of Limitations, Accelerated Privilege," Seattle, Wash., 1986
- Professional Liability Seminar, sponsored by Washington State Trial Lawyers
 Association, "Medical Malpractice--Defendant's Viewpoint," Seattle, Wash., 1981
- "Fundamental Trial Practice: Back to Basics," sponsored by Washington State Bar Association, "Preparing a Witness to Testify for Deposition at Trial," Seattle, Wash., 1981

EDUCATION

University of Washington, J.D. Executive Editor, Washington Law Review

University of Washington, B.A.

BAR AND COURT ADMISSIONS

Washington State Bar Association Oregon State Bar Association U.S. District Court, Western District of Washington U.S. District Court, Eastern District of Washington