

## Antitrust Litigation

Few lawsuits are simple, but Yetter Coleman represents clients in their most complex matters. Antitrust disputes have extremely high stakes – often involving treble damages and the effort to gain significant leverage in business-critical negotiations.

The subject matter requires attorneys who understand more than just complicated legal concepts; they must also understand their client's business. Yetter Coleman provides that expertise, as well as another advantage: we are trial lawyers. While many antitrust lawyers focus on discovery disputes and motion practice, the courtroom is where we do our best work. Everyone involved knows Yetter Coleman can, and will, try a complex antitrust case.

This willingness and experience changes things. One benefit of our early focus on the courtroom is efficiency. Where other firms at times may waste time, effort and client money on ill-advised discovery and non-core motions, we get to the point.

Because we begin with trial in mind, we focus on facts and stories important to juries. Instead of rabbit holes, we focus on witnesses, issues, and information that will be meaningful at trial. By identifying key themes early, we increase our client's chances of winning.

Our focus on trial dovetails with our storytelling. We distill complex facts and law into narratives for judges and juries. We create, test, and refine visual aids, demonstratives, and presentations – whatever helps make our case. The stronger the story, the better the outcome.

Our battle-tested trial reputation is an advantage for our clients. While many antitrust attorneys only rarely lead a trial, our opponents know that we have. This encourages more candid and productive discussions about business resolutions and efficient proceedings.

As antitrust lawyers, we take complicated, intractable, bet-the-business disputes and translate them into understandable stories that can persuade judges and juries. This is what we do and how we succeed. And this is why our clients rely on us.

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