



Robert B. Greenbaum OF COUNSEL

At AVH Bob Greenbaum practices in both the FDA and antitrust groups. He represents pharmaceutical companies before the Food and Drug Administration and is involved in litigation against the FDA under the Administrative Procedure Act. His practice includes representing companies before the Federal Trade Commission on both antitrust and consumer protection issues.

Bob's forty-year career is divided among private law practice, corporate legal department and government law enforcement. Before joining AVH, in various capacities Bob spent sixteen years representing UST Inc. and its primary operating subsidiary, U.S. Smokeless Tobacco Company. In private practice, he represented the company before the Federal Trade Commission regarding various advertising and marketing issues arising under the Smokeless Tobacco Health and Education Act. He lobbied on proposed legislation that would have settled State Attorneys General's cases against the tobacco industry and that would have established regulatory authority over tobacco in the Food and Drug Administration. He represented the company at public health forums following the Institute of Medicine's publication of "Clearing the Smoke." He became UST's Assistant General Counsel to give it stronger in-house antitrust capability and to develop a legal basis for advertisements concerning the relative safety of moist snuff compared to cigarettes. Bob also had primary responsibility for the management and settlement of a series of class-action antitrust suits, as well as an antitrust suit brought by a competitor.

Bob spent nine years in the DC office of Skadden, Arps, Slate, Meagher & Flom where he advised clients on antitrust matters including the legality of mergers and acquisitions. He had extensive experience representing clients before both the Federal Trade Commission and the Antitrust Division of the Department of Justice.

Bob's government experience includes fifteen years with the FTC as

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Practice Areas

- » Antitrust & Trade Regulation
- » FDA Practice Group
- » Litigation

Robert B. Greenbaum (continued)

an enforcer of antitrust and consumer protection laws. He represented the FTC in preliminary injunction cases involving mergers and acquisitions; he tried cases involving alleged violations of various laws enforced by the FTC. Bob served as Assistant Director for Litigation, managed the FTC's office in San Francisco and was an Attorney Advisor to one of the Commissioners. Through these positions, Bob gained extensive experience with laws enforced by the Commission as well as the Administrative Procedure Act and its impact on federal agencies such as the FTC and FDA. Before joining the FTC, he spent five years in the Antitrust Division where he tried a preliminary injunction case against a merger. He also defended the Attorney General in a case brought under the Administrative Procedure Act.

Bob is a trained mediator. In addition, he has been an instructor in various trial advocacy programs.

Bar & Court Admissions

- » District of Columbia
- » Missouri

Education

- » New York University School of Law, New York, NY, 1965 LLM
- » Washington University School of Law, St. Louis, MO, 1964 JD