

WAYNE POLLOCK

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Wayne is an attorney with a public relations background who has extensive experience working on high-stakes, high-profile investigations and lawsuits, many of which have been the subject of intense local, national and international press coverage.

Wayne's opinions on attorneys and their clients engaging the court of public opinion have been cited by media outlets, including: The American Lawyer, The Legal Intelligencer, The National Law Journal and The New York Times.

Wayne also founded and serves as managing attorney of Copo Strategies, a boutique law firm that helps attorneys and their clients ethically, strategically and proactively engage the court of public opinion. Prior to joining Baretz+Brunelle and launching Copo Strategies, Wayne was a senior litigation associate at Dechert LLP, where he was on the legal team that represented the 10 former independent directors of Lehman Brothers in the wave of investigations and litigation triggered by Lehman's September 2008 collapse. He was also on the team that represented Takata, a leading automotive parts manufacturer, in litigation and regulatory investigations related to the company's recall of tens of millions of potentially defective airbags. He was also on the team that represented the Marshall family in litigation against Vickie Lynn Marshall (a.k.a. Anna Nicole Smith), which resulted in the United States Supreme Court's landmark Stern v. Marshall decision in 2011.

Before Wayne's legal career, he was a senior account executive in the public relations division of a one-time Advertising Age 100 marketing communications firm. Wayne is a graduate of the S.I. Newhouse School of Public Communications at Syracuse University, magna cum laude. He received his law degree from Georgetown University Law Center where he was senior special projects editor for The Georgetown Law Journal.



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