



Gregory G. Holland

Partner

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Greg is a partner in the firm's litigation group.

He has developed a solid trial practice representing national corporations and businesses in complex commercial, antitrust, intellectual property and products liability cases in state and federal courts in North Carolina and other jurisdictions. He is listed in *Woodward/White's* The Best Lawyers in America. Greg's experience includes appearances in trials and appeals.

Representative Clients

- Philip Morris USA Inc. & Altria Client Services LLC
- Cone Health
- Qualicaps, Inc.
- Atlantic Coast Conference
- Marriott International

Before Fox Rothschild

Greg was a partner and the head of the litigation department at Smith Moore Leatherwood LLP, which combined with Fox Rothschild in 2018.

Beyond Fox Rothschild

Greg serves his profession and the community in various leadership positions, including on the Board of Directors of the North Carolina Association of Defense Attorneys (2017-present), past chair of the NCADA's Commercial Litigation Committee (2015-16), past chair of the North Carolina Bar Association's Antitrust and Complex Business Disputes Section (2011-12) and member of the Steering Committee for the Defense Research Institute's Commercial Litigation Section.

He is a graduate of Leadership Greensboro (Class of 2004) and served on the advisory and campaign board for Lifespan Foundation. Greg also serves as chairman of the contestant services committee for the PGA Tour's Wyndham Championship since 2009, and he enjoyed coaching youth baseball for many years.

Honors & Awards



- Named to North Carolina *SuperLawyers*, Listed Antitrust Litigation (2014-2017), Business Litigation (2018-2021)
- Selected to *Super Lawyers Business Edition* list, Antitrust Litigation (2014, 2015)
- Named Greensboro *Best Lawyers* Litigation - Patent Lawyer of the Year (2012), Antitrust Litigation Lawyer of the Year (2016, 2019)
- Named to "The Best Lawyers in America" list for Commercial Litigation, Litigation-Antitrust (2008-2021); Litigation-Banking & Finance, Litigation-Intellectual Property, Litigation-Patent and Litigation-Real Estate (2012-2021) in North Carolina by *Best Lawyers*
- Rated AV Preeminent™ by Martindale-Hubbell®
- Recognized as *Business North Carolina's* Legal Elite, Antitrust (2006, 2012, 2014), Litigation (2017, 2018)

Practice Areas

- Litigation
- Antitrust
- Appellate Practice
- Class Actions
- IP Litigation
- Product Liability & Mass Torts

Bar Admissions

- North Carolina

Court Admissions

- U.S. Supreme Court
- U.S. Court of Appeals, Federal Circuit
- U.S. Court of Appeals, Fourth Circuit
- U.S. Court of Appeals, Sixth Circuit
- U.S. Court of Appeals, Ninth Circuit
- U.S. Court of Appeals, Eleventh Circuit
- U.S. District Court, Eastern District of North Carolina
- U.S. District Court, Middle District of North Carolina
- U.S. District Court, Western District of North Carolina

Education

- University of Georgia School of Law (J.D., *cum laude*, 1992)
- Emory University (B.A., 1989)

Memberships

- Litigation Counsel of America, Fellow
- Defense Research Institute (Commercial & IP Litigation Committees - Steering Committee Member)
- American Bar Association



- North Carolina Bar Association (Chair, Antitrust and Complex Business Disputes Law Section, 2011-2012)
- Georgia Bar Association
- North Carolina Association of Defense Attorneys
- American Bar Association Products Liability Group
- Guilford Inn of Court
- Greensboro Bar Association



Board of Directors

- North Carolina Association of Defense Attorneys (2017-present)
- Rotary Club of Greensboro (2013-2016)