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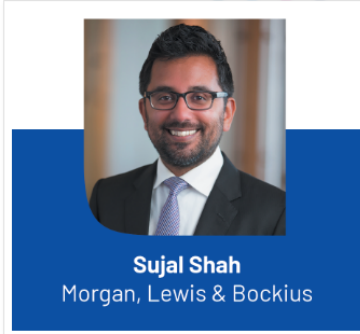
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Sujal J. Shah

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Sujal Shah
Morgan, Lewis & Bockius

Sujal Shah's work plays a crucial role in addressing hot topics related to market dominance, two-sided platforms, generative AI and algorithmic pricing. He regularly counsels clients on cutting-edge competition issues and represents them in an array of complex antitrust matters, including class actions regarding monopolization, price-fixing, tying and exclusive dealing claims.

Practicing law since 2001, Shah has been drawn to antitrust ever since college, where he said a degree in economics and courses focused on competition policy

and analysis laid the foundation for his career.

"In an era of 24-7 lawyering, where we communicate constantly and have instantaneous access to information, there is still significant value in antitrust law in taking the time to think through difficult problems," he said. "You can't rush your way to an antitrust solution - you need to invest the time to study, debate and distill the key issues. To me, that's what's fun about this area of law."

Shah continues to represent Google in matters involving its app store, Google Play, which are active and ongoing. *Google Play Store Antitrust Litigation*, 21-MD-02981-JD (N.D. Cal., filed Feb. 5, 2021).

He said one notable aspect of these cases is the decertification of a consumer class action, where a class was originally certified, but the consumer class expert submitted a damages report that expanded on the novel damages model presented at the class certification stage.

"I worked closely with our damages expert to analyze the flaws in the damages model, including the nonsensical results that occurred when applying the model to calculate damages for individual class members," Shah said. "I also helped prepare the expert for a 'hot tub' proceeding and related filings. The court agreed with our expert that the model was unreliable, struck it and ultimately decertified the class."

More generally, Shah helps clients respond to legal inquiries and new legislation seeking to regulate "Big Tech." This requires understanding the vagaries of local laws and the motivations of regulators, as well as working closely with clients and local counsel to understand how their business operates in different parts of the world.

"This work has led me to appreciate the challenges facing clients as they try to operate a global business in the face of changing and, at times, conflicting regulations," Shah said.

He said he thinks there's a growing belief from some quarters that competition laws are not up to the task of ensuring competitive markets in the new economy.

"There was a time when antitrust battles were the province of courtrooms or the halls of the agencies. No more," he said. "The fights are coming to the legislature and even the public sphere. In contrast with an established body of antitrust case law, new legislation carries with it a lot of uncertainty. What will the laws say? How will courts or regulators interpret them? What if they are misused by market participants seeking a strategic advantage? But with uncertainty comes a lot of opportunity -- to shape the discussion and to help clients navigate a way forward."

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