

# Daily Journal

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## Michael A. Sherman

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Sherman Oaks

**A**s a partner and chair of the business litigation practice at Stubbs Alderton & Markiles, LLP in Sherman Oaks, Michael A. Sherman has been instrumental in shaping the firm's litigation arm since its inception in 2014.

One of Sherman's most high-profile current cases involves representing ReactX LLC in a trade secret misappropriation lawsuit against tech giant

Google. *ReactX LLC v. Google LLC*, 18STCV09674 (L.A. Super. Ct., filed Dec. 21, 2018).

"ReactX built a better mousetrap when it came to transacting in digital advertising. They enabled both advertisers and publishers to use real-time bidding auctions to buy and sell advertisements to transact at scale for creative advertising. Before ReactX, that had not been done before," Sherman explained. "And so, my client licensed its technology to Google, and Google stole it, and they put my client out of business."

The case, set for trial this fall, promises to be a landmark in the tech industry. Sherman is confident in his client's position.

"We're taking the case to trial; I expect that we will be showing the jury hundreds of millions of dollars in damage that my client suffered as a result of Google's wrongdoing," he stated. "We are looking forward to taking this case to trial against Google."

Sherman's path to becoming a top-tier litigator began early.

"Growing up in the mid-60's, I started reading newspaper articles about how

trial lawyers were change agents. It was inspiring for me, a young child, seeing the trailblazers use the court as a system of change," he recalled. "I knew from a young age that I wanted to be a trial lawyer, not necessarily a business litigator, but a trial lawyer."

This early inspiration led Sherman to join the Alschuler Grossman law firm straight out of law school in 1980. There, he was mentored by Marshall Grossman, whom he described as "a larger-than-life figure." Sherman credits Grossman with shaping his approach to litigation.

"Marshall impressed on me that there's no such thing as being over-prepared and never ignoring the creative side of business litigation," Sherman said. "There's the need to master the facts in order to tell the story."

Despite the trend toward specialization in the legal field, Sherman has maintained a broad practice.

"I love trying cases before juries, before courts, before arbitrators. I love trying cases. I think I was genetically wired that way or born that way to paraphrase Lady Gaga," he quipped.