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Attorneys at Law

Bruce W. Leppla
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A Business Leader, Innovator and Defender of Investor Rights

Bruce W. Leppla is a partner in the firm's San Francisco office whose responsibilities include securities and antitrust case evaluation and analysis, legal and financial, as well as directing the firm's institutional investor and client outreach. Bruce was part of the litigation team on the McKesson, Alex Brown, Navient, America Online, Broadcom, Tyco, Qwest, Brooks Automation, Diamond Foods, American International Group, Celera Corporation, Danske Bank, Steinhoff, Merck, and Petrobras securities cases; the generic drugs price fixing national multi-district litigation; the Enoxaparin and Restasis antitrust cases; and the national multi-district litigation Opioids cases. He handles varying case responsibilities that include case initiation, complaint preparation and preparing and deposing expert witnesses on accounting and finance issues.

Bruce serves or has served as Chairman and Founder of numerous ventures, including Leppla Capital Management LLC, an investment securities consulting and asset management business; the Stitzel-Leppla Company, a high fashion real estate development firm whose principal project was The Pacific Center, San Francisco, CA; and California Bankers Insurance Services, a technology company offering online employee benefit programs and administration. Bruce has been awarded 11 United States patents, is a California licensed investment advisor and has been awarded the Accredited Investment Fiduciary designation issued by fi360. To date he has raised over \$135 million for his various start-up ventures.

Bruce has written extensively on securities law issues, serves on the Editorial Board of Wall Street Lawyer, and is a frequent speaker at both U.S. and European institutional investor conferences, including, recently, conferences of the American Bar Association and Union Internationale des Avocats in New York, Chicago, Denver, Miami, Geneva, Frankfurt and Istanbul.

Areas of Practice

Competition/Antitrust, Securities & Investor Fraud

Education

University of California at Berkeley, School of Law (Berkeley Law), Berkeley, California
J.D.

Honors: M.G. Reade Scholarship Award

University of California, Berkeley, California

M.S.

Honors: With Honors

Major: Quantitative Economics

Major: Law and Economics

Yale University, New Haven, Connecticut

B.A. (Magna Cum Laude)

Honors: Highest Honors in Economics

Major: Economics

Bar Admissions

California, 1976

Colorado, 2006

New York, 1978

U.S. Court of Appeals 9th Circuit, 1976

U.S. District Court Central District of California, 1976

U.S. District Court Eastern District of California, 1976

U.S. District Court Northern District of California, 1976

U.S. District Court Southern District of New York, 2015

Professional Associations and Memberships

American Association for Justice

Bar Association of San Francisco, Barrister's Club

California Bankers Association, Director, 1993 - 1999

California State Small Business Development Board, 1989 - 1997

Community Reinvestment Institute, Founding Director, 1989 - 1990

National Association of Public Pension Attorneys

New York State Bar Association

San Francisco Chamber of Commerce, Leadership Council, 1990 - 1992

State Bar of California

Union Internationale des Avocats, Winter Corporate Governance Seminar, Seminar Chairman, 2012

University of California at Berkeley, Berkeley Law Alumni, Board of Directors, 1993 - 1996

Wall Street Lawyer, Member, Editorial Board

Yale University Alumni Board of Directors, Director, 2001 - 2005

Yale Whiffenpoofs

Published Works

"Stay in the Class or Opt-Out? Institutional Investors Are Increasingly Opting-Out of Securities Class Litigation," Securities Litigation Report, West LegalWorks, Vol. 3, No. 8, September 2006

Co-Author with Elizabeth J. Cabraser and Joy A. Kruse, "Selected Waiver: Recent Developments in the Ninth Circuit and California, Part 2," Securities Litigation Report, Vol. I, No. 10, pp. 1, 3-9, June 2005

Co-Author with Elizabeth J. Cabraser and Joy A. Kruse, "Selected Waiver: Recent Developments

in the Ninth Circuit and California, Part 1,” Securities Litigation Report, Vol. I, No. 9, pp. 1, 3-7, May 2005

Author, Co-Author of 11 different U.S. and International patents in electronic commerce and commercial product design, including “A Method for Storing and Retrieving Digital Data Transmissions,” United States Patent No. 5,659,746, issue August 19, 1997, 1997

“Securities Powers for Community Banks,” California Bankers Association Legislative Journal, 1987

Honors and Awards

“Outstanding Private Practice Antitrust Achievement,” American Antitrust Institute, 2020

Presentations, Classes, and Seminars

Speaker at the Investment Company Institute’s annual General Members Meeting on “Where are the Gatekeepers? The Need for Investment Firm Oversight of the Capital Markets,” May 4, 2017

Speaker at the Investment Company Institute’s annual General Members Meeting on “Non-Traditional Approaches to Antitrust and Securities Litigation,” May 2016

Speaker at the Legal Executive Institute Meeting on “Board of Director Fiduciary Duties Related to Intellectual Property Valuation in the Context of Merger and Acquisition Activity,” October 2015

Panelist at the Investment Company Institute’s Annual Mutual Funds Conference, “Investment Funds as Plaintiffs: Considering When and How to Act,” March 2015

Presentation, “Recent Developments in Cross-Border Litigation”, Union Internationale des Avocats, Frankfurt, Germany, Spring meeting, 2010

Presentation, “Legal and Economic Aspects of Securities Class and Opt-out Litigation”, Union Internationale des Avocats, Park City, Utah, Winter Meeting, 2010

Presentation, “Legal and Global Economic Implications of the U.S. Subprime Lending Crisis”, EPI European Pension Fund Summit, Montreux, Switzerland, May 2, 2008

Presentation, “Impact of Spitzer’s Litigation and Attempted Reforms on the Investment Banking and Insurance Industries”, Bar Association of San Francisco, May 19, 2005

Presentation, “Basic Principles of Securities Litigation”, Opal Financial Conference, National Public Fund System Legal Conference, Phoenix, AZ, January 14, 2005

Presentation, “Betting on the Horse After the Race is Over—In Defense of Mutual Fund Litigation Related to Undisclosed After Hours Order Submission,” American Enterprise Institute, September 30, 2004

Lecturer, Lending Documentation, Financial Institutions Litigation and similar topics, California Bankers Association General Counsel Seminars, 1993 – 1996

Lecturer, Real Estate Law and Finance, University of California at Berkeley, Haas School of Business, 1993 - 1996