



Brent M. Reitter

Partner
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Brent Reitter has a diverse practice focused on the national management of gig-economy defense litigation for app-based platforms and direct-to-consumer design and manufacturing companies. He also dedicates a significant part of his practice to counseling some of the world's largest financial institutions on how to navigate New York state mortgage litigation and regulatory compliance.

A creative leader, Brent helped develop and currently manages a national defense portfolio for Hinshaw's app-based delivery service clients, advising on cost-efficient and proactive strategies to investigate and resolve lawsuits quickly and efficiently. He also acts as outside counsel to small and mid-sized direct-to-consumer manufacturers, helping those clients navigate general business disputes, copyright, trademark, and employment concerns.

Brent takes pride in developing defense and risk management strategies that put his client's business objectives front and center. He recognizes the benefits of early resolution through actions like voluntary mediation and pre-suit investigations but never hesitates to take the right case to trial.

Brent joined Hinshaw in 2016 after practicing law at a boutique defense firm in New York City, concentrating on construction, premises, and other personal injury defense matters for both national and local businesses. During law school and as a supporting attorney, he worked for the City of New York in various roles, including the New York City Department of Investigation and as a confidential investigator for the New York City Department of Correction on Riker's Island.

Honors & Awards

- Selected by his peers for inclusion in *Best Lawyers: Ones to Watch* for Insurance Law, 2022 – 2024

Representative Matters

- Successful defense of confectionary manufacturer in patent and trade dress dispute. *Topp's Co., Inc. v. Koko's Confectionery & Novelty*, 482 F. Supp. 3d 129 (S.D.N.Y. 2020)
- Successful defense of personal injury matter utilizing New York's emergency doctrine. *Balliet v. N. Amityville Fire Dep't*, 133 A.D.3d 559, 19 N.Y.S.3d 77 (App. Div. 2nd Dept. 2015)

Practices

Commercial Litigation
Consumer and Class Action Defense
Consumer Financial Services
Insurance Agents & Brokers Liability
Mortgage Servicing and Lender Litigation
Regulatory and Compliance Counseling
Copyright
Trademark

Industries

Insurance Coverage

Education

J.D., New York Law School, 2010

B.A., University of Michigan, 2007

Admissions

New Jersey

New York

U.S. Court of Appeals for the Second Circuit

U.S. District Court for the District of New Jersey

U.S. District Court for the Eastern and Southern Districts of New York



- Reversal of trial court order dismissing an action for failure to obtain personal jurisdiction. *Deutsche Bank Nat'l Tr. Co. v. Deutsch*, 211 A.D.3d 809, 181 N.Y.S.3d 139 (App. Div. 2nd Dept. 2022)
- Successful prosecution of a mortgage foreclosure action against a party who failed to update their service address with the New York Secretary of State.

Publications

- Contributor to Alexandre Montagu, "Intellectual Property: Tectonic Shifts in the Legal Landscape, Journal of Technology Law & Policy," *University of Florida Journal of Technology Law & Policy*
- Contributor to Isaac Oliver and Veronika Bachmann, "The Book of Jubilees: An Annotated Bibliography from the First German Translation of 1850 to the Enoch Seminar of 2007," *Henoch Journal*

Personal

Brent is a lifelong hockey player and golfer—and still plays hockey as often as he can when not working for clients or exploring Brooklyn with his wife and young child.