



**Mark Bayer concentrated his practice on antitrust, securities, privacy, theft of trade secrets, intellectual property, class actions, RICO and other complex litigation matters. As managing partner of the firm's Dallas office, Mark offered more than three decades of litigation experience and trial practice, providing his clients with the skill and discipline that only experience can bring.**

Mark appeared in state and federal courts throughout the country, including Texas, California, New York, Florida, Alabama and others in the Northeast, Midwest and South. He represented a diverse group of clients from industries such as insurance, waste management, hospitality, healthcare, utilities, data aggregation, securities, financial services, manufacturing, telecommunications, advertising, energy and retail. Mark also advised clients in matters before the U.S. Department of Justice, the Federal Trade Commission, the Securities and Exchange Commission and the Texas Attorney General.

Mark's experience included all phases of the dispute resolution process, ranging from strategic negotiation and settlement, to arbitration and mediation, to trial and appellate counsel. He successfully litigated major claims that ranged in value from millions to billions of dollars at stake. He handled more than 30 class actions in state and federal courts around the country. Mark's proven ability to identify the most compelling argument at the onset of a dispute frequently allowed him to gain an advantage for the clients he served.

Notably, he completed the firm's BT ValueWorks' Legal Project Management (LPM) training and applied LPM techniques to the delivery of legal service.

A believable and genuine communicator and advocate, Mark remained focused on identifying and arguing only the most important issues of a case, streamlining his client's position in order to be impactful. His steady and calm demeanor both inside and outside of the courtroom, consistent preparation, and ability to establish immediate credibility were supported by an unwavering focus on achieving the right result. Mark was personally dedicated to realizing the most effective and efficient outcome on every

## Mark W. Bayer

### Of Counsel (Retired)

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### EDUCATION

Bowdoin College, (A.B.)

Columbia Law School, (J.D.)

### BAR ADMISSIONS

Texas

### COURT ADMISSIONS

Texas Supreme Court

U.S. Court of Appeals for the D.C. Circuit

U.S. Court of Appeals for the Eighth Circuit

U.S. Court of Appeals for the Eleventh Circuit

U.S. Court of Appeals for the Fifth Circuit

U.S. Court of Appeals for the Second Circuit

U.S. Court of Appeals for the Tenth Circuit

U.S. District Courts for the state of Texas

U.S. Supreme Court

### LANGUAGES

English

matter in which he was involved.

## **Professional and Community Involvement**

Member, State Bar of Texas

Member, Dallas Bar Association

Fellow, Dallas Bar Foundation

Member, American Bar Association

Director, The World Affairs Council of Dallas/Fort Worth

Member and panel chair, Dallas Committee for a Qualified Judiciary

Member, Klyde Warren Park Corporate Council

Former board chair, Bowdoin College Alumni Fund

Former president, Bowdoin College Alumni Association

## **Honors**

The Best Lawyers in America, 2006-2024

Texas Super Lawyers, 2007-2018

Who's Who Legal

Martindale-Hubbell, AV Preeminent