



# WILLIAM C. ACEVEDO

Attorney

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Oakland, California

Bill has spent more than two decades building a unique practice devoted to serving the needs of businesses, large and small, in a variety of industries. Bill's particular blend of transactional, regulatory, litigation and green business experience makes him an invaluable adviser to his clients. Corporate clients look to him as their outside general counsel, seeking advice on matters critical to their success.

Bill "traditional" and green business corporate clients (e.g., 1% for the Planet members, B Corp members, public benefit corporations, and other companies that focus on sustainability issues) regularly seek his counsel on entity formation, general contract negotiation and drafting, corporate governance, capital raises, merger and acquisitions, and other general business matters.

Bill also helps companies navigate regulatory, transactional and litigation matters in the food, beverage, dietary supplement and cosmetic industries. Bill assists his clients with:

- Contract negotiation/drafting
- Product label, labeling, advertising, and marketing material review
- Capital raises through convertible debt and private placement offerings
- Corporate governance
- Responding to governmental/regulatory actions
- Product recalls
- Resolving business disputes and/or threatened class action matters
- Mergers and acquisitions

As part of his litigation practice, Bill represents clients in contractual disputes, unfair business practice claims, false/misleading labeling and advertising claims, shareholder and/or partnership disputes, and product liability claims. Drawing upon his multi-disciplinary experience, Bill regularly counsels clients on risk analysis, litigation strategy, dispute avoidance measures, and pre-trial dispute resolution. If informal resolution cannot be achieved, Bill advances his clients' interest through trial.

## EDUCATION

- J.D., Boston College Law School
- B.A., Rutgers University

## AREAS OF PRACTICE

- Business and Finance

## ARTICLES AND PRESENTATIONS

- Commentator, "The Food and Beverage Industry," Los Angeles Times, May 17, 2021
- Commentator, "Food Companies Should Be Focused on Traceability," Food Navigator-USA.com, December 9, 2021
- Commentator, "Tillamook Presents Deceptive Image of Milk Sourcing Strategy, Alleges Lawsuit; Tillamook 'adamantly disagrees'," Food Navigator-USA.com, August 19, 2019
- Co-Author, "2018 Summary of Changes to Income Tax for Corporations and Pass-Through Entities," Wendel Rosen LLP, March 1, 2018
- Commentator, "Food Litigation 101: Non-Functional Slack Fill . . . Are you Up to Speed?" Food Navigator, August 11, 2017
- Author, "Litigation Trends: an Overview of Ongoing Concerns for Food & Beverage Manufacturers," Food Manufacturing Magazine, March 14, 2017

## PROFESSIONAL AND COMMUNITY ACTIVITIES

- Member, Alameda County Bar Association
- Member, State Bar of California

## ADMISSIONS

- California