

Brad S. Keeton

Partner

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Industries

Manufacturing

Consumable Goods

Finance

Mobility

Regional & Community Banks

Practice Areas

Business & Commercial Litigation

Antitrust & Trade Regulation

Trust & Estate Litigation

Bar Memberships

Kentucky

Pennsylvania

Brad chairs the firm's Antitrust & Trade Regulation Team. His practice focuses on antitrust, trade regulation, and other competition matters, including antitrust litigation, counseling, and advising on competition issues with mergers, acquisitions, joint ventures, and other competitor collaborations. He also advises on the applicability of the Hart-Scott-Rodino Antitrust Improvements Act to transactions and prepares premerger notifications when required. Outside of his antitrust work, he handles complex commercial litigation matters for financial institution, manufacturing, healthcare, energy, and insurance clients.

Brad helps clients navigate U.S. trade sanctions and export control requirements, including matters involving the Trade Sanctions Reform and Export Enhancement Act and regulations administered by the Office of Foreign Assets Control. He works with businesses to assess sanctions exposure, address screening and licensing considerations, manage restricted-party issues, and build practical, risk-based compliance measures for domestic and cross-border operations. He provides clear, business-minded guidance on evolving sanctions obligations, helping clients pursue commercial objectives while maintaining strong regulatory compliance, and helps clients through governmental investigations and enforcement actions.

Brad also maintains a robust regulatory practice where he counsels on compliance issues with federal agencies, including the FDA, FTC,

and TTB; state regulatory bodies and attorneys general; and the Tobacco Master Settlement Agreement.

Other Info About Brad

Education

Washington University in St. Louis School of Law, J.D., 2007

Centre College, International Studies and Political Economy, B.A., 2003

Study Abroad (Strasbourg, France)

Courts

U.S. Court of Appeals for the Sixth Circuit

U.S. Court of Appeals for the Seventh Circuit

U.S. District Court for the Eastern District of Kentucky

U.S. District Court for the Western District of Kentucky

U.S. District Court for the Northern District of Indiana

U.S. District Court for the Southern District of Indiana

U.S. District Court for the Middle District of Tennessee

U.S. District Court for the Western District of Pennsylvania

Recognition

The Best Lawyers in America®, Commercial Litigation, 2023-2027; Health Care, 2024-2027; Appellate, 2026-2027

Super Lawyers Rising Star in Antitrust Litigation, *Thomas Reuters*, 2016-2021

Benchmark Under 40 Hotlist, *Benchmark Litigation*, 2017-2020

Leadership Louisville, Leadership Louisville Center, 2019-2020

Ignite Louisville, Leadership Louisville Center, 2013-2014

Professional Affiliations

American Bar Association

Kentucky Bar Association, Vice Chair of Alternative Dispute Resolution Section 2022-2023

Louisville Bar Association, Chair of Mediation/ADR Section 2023

Civic Activities

LexArts, 2024-Present, Board Member

Stage One Family Theatre, 2024-Present, Board Member

Louisville Fund for the Arts, 2021-2024, Board Member

Commonwealth Theatre Center, Board Member and Past Board President, 2012-2023

Fund for the Arts NextGen Board, Board Member and Past President, 2018-2023

Firm Committees

Associate Personnel Committee, Member

Major Publications

"Tariff Pricing Under Pressure: Avoiding Antitrust Liability**,"** Contributor, *Chief Executive,* July 2025**,** **https://chiefexecutive.net/tariff-pricing-under-pressure-avoiding-antitrust-liability/**

Featured Articles

FDA's Graphic Warnings Rule for Cigarette Packaging Remains on Hold After Fifth Circuit Affirms Texas Federal Court's Decision

In *Trump v. Slaughter*, Supreme Court Issues Landmark Opinion Regarding Federal Agencies and the Separation of Powers

Agentic Commerce, Price Control, and the New Antitrust Questions

HSR Process Reversion: FTC Reinstates Prior Premerger Notification Rules and Form

To File or Not to File: Is CIT Litigation Necessary to Get Your IEEPA Tariffs Refunded?

Kratom Compliance in an Evolving Regulatory Landscape

Antitrust Developments Update for April 2025

Antitrust Developments Update for March 2025

FTC Announces Final Rule on HSR Premerger Notifications: Overview of Changes and Impact on M&A Costs and Timelines

FTC and DOJ Request Information on Serial Acquisitions and Roll-Up M&A Activity

Information Sharing in Vertical Relationships: How to Avoid Antitrust Issues

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