William P. Deni Jr.

Partner

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Industries

Life Sciences

Practice Areas

Business & Commercial Litigation

Sports & Entertainment

White Collar & Investigations

Bar Memberships

New Jersey

New York

Languages

Italian

Bill has a diverse practice in litigation, general counseling, and sports law, with clients ranging from MLB Cy Young Award winners and Olympic gold medalists to Fortune 100 companies and international ultra-high net worth family offices. He is included on the Best Lawyers® list for Commercial Litigation and serves on the firm's Board of Directors.

Bill is litigation counsel in high-profile cases involving hundreds of millions of dollars. He recognizes the importance of cost-effective representation and open communication with clients to achieve their goals. He also appreciates that smaller disputes may have particular significance, especially for privately held companies, family offices, and individuals, which is why he prides himself on practical problem solving.

He is a trial lawyer fully conversant in the Federal Rules of Civil Procedure and Evidence and the state court rules of New Jersey and New York. Having served a clerkship in the United States District for the District of New Jersey, he is especially attuned to the Local Civil Rules and Local Patent Rules of the District of New Jersey. He represents companies from diverse industries, including pharmaceuticals, financial services, consumer goods, energy, raw materials, and healthcare. He litigates a wide range of matters in federal and state courts, including complex contractual and commercial disputes, trademark and patent infringement, business torts, partnership disputes, and antitrust.

Bill's litigation training and experience are appreciative assets when he is advising family offices and privately held companies who seek his advice for efficient solutions to problems that require discretion and confidentiality.

In his sports and entertainment practice, he advises professional athletes, Olympians, coaches, teams, and entertainers. He represents athletes in contract negotiations with professional clubs and in sponsorship endorsements. He is certified as a contract advisor by the National Football League Players Association (NFLPA) and is qualified as an agent by the International Federation of Association Football (FIFA). He has been included on the *New Jersey Super Lawyers Rising Stars* list and was recognized in *American Lawyer* as one of the NFL agents who hail from AmLaw200 law firms.

Other Info About William

Experience

- Represents American multinational pharmaceutical company and its global eye health and specialty pharmaceuticals subsidiaries in patent infringement litigation seeking approval to market generic versions of several top selling products, including Relistor®, Istalol®, Duobrii®, Plenvu®, Trulance® and Preservision® (D.N.J.)
- Represents international-lab grown diamond companies across the United States
- Represents ultra-high net worth individuals and their family offices in general counseling matters and in investment fund formation
- Represents South Korean multinational electronics company in litigation (S.D.N.Y. and D.N.J.)
- Represents American multinational pharmaceutical company in patent infringement litigation seeking approval to market generic versions of Bridion® (D.N.J.)

- Represents Japanese pharmaceutical company and American multinational pharmaceutical company in patent infringement litigation seeking approval to market generic versions of Lenvima® (D.N.J.)
- Represents Swiss pharmaceutical company in patent infringement litigation seeking approval to market generic versions of Injectafer® (D.N.J.)
- Represents U.S. pharmaceutical company in patent infringement litigation seeking approval to market generic versions of Injectafer®and Monoferric® (D.N.J.)
- Represents global eye health company in Hatch-Waxman patent infringement litigation concerning ANDA seeking FDA approval to market generic versions of Istalol® (S.D.N.Y.)
- Represented Swiss pharmaceutical company in patent ownership and misappropriation of trade secrets case pending against several parties regarding Desmopressin® (S.D.N.Y.)
- Represented Hong Kong toy manufacturing company in licensing dispute (NJ State Court)
- Represented Japanese multinational conglomerate in litigation involving fair, reasonable, and non-discriminatory (FRAND) licensing dispute (NY State Court)
- Represented a consortium of energy companies challenging state law as violative of Supremacy and Dormant Commerce Clauses of the U.S. Constitution; full trial to verdict (D.N.J.)
- Represented one of the world's largest steel companies in a patent ownership and false advertising dispute (D.N.J.)
- Represented multinational affiliate of a chemical company in a patent dispute. (S.D.N.Y.)
- Represented a leading health insurer in a series of putative class actions alleging ERISA, RICO, and antitrust violations based on the health insurer's payment practices (D.N.J.)
- Represents individual ultra-high net worth defendants in a civil action under the Alien Tort Claims Act and associated

state law claims for the alleged funding of a foreign insurgent military organization (D.N.J.)

- Counsels an Italian based food importer on U.S. litigation and regulatory issues
- Counsels one of the country's largest online brokers in various matters
- Represented a biotech company in Hatch-Waxman patent infringement litigation concerning ANDA seeking FDA approval to market generic versions of Zanaflex Capsules®; Full trial to verdict (D.N.J.)

Education

Seton Hall University School of Law, J.D.

Colgate University, B.A.

Clerkships

Judicial clerk to the Honorable Dennis M. Cavanaugh, United States District Court, District of New Jersey

Courts

United States District Court for the District of New Jersey

United States District Court for the Southern District of New York

United States District Court for the Eastern District of New York

United States Court of Appeals for the Third Circuit

National Football League Contract Advisor

Recognition

Recognized by Best Lawyers®, 2026-2027 Editions: Commercial Litigation

Included on the *New Jersey Super Lawyers Rising Stars* list, Entertainment & Sports

Professional Affiliations

American Bar Association

Hispanic National Bar Association

New Jersey State Bar Association
Entertainment, Arts & Sports Law Section

New York State Bar Association
Entertainment Arts & Sports Law Section

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