

# ROBIN LUCE-HERRMANN

SHAREHOLDER

Troy

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Robin Luce-Herrmann is a Shareholder based in Butzel's Troy office, a former Practice Department Chair of Butzel's Litigation practice and the head of Butzel's Media group. Representing a broad array of clients, Ms. Herrmann concentrates her practice in the areas of media law, particularly defamation, privacy, and access issues; commercial litigation, including RICO; and civil rights.

Robin Luce-Herrmann is a Shareholder based in Butzel's Troy office, a former Practice Department Chair of Butzel's Litigation practice and the head of Butzel's Media group. She is a 1984 graduate of the University of Michigan and a 1993 graduate of the Detroit College of Law (J.D., *cum laude*), where she was a Managing Editor of The Law Review.

Representing a broad array of clients, Ms. Herrmann concentrates her practice in the areas of media law, particularly defamation, privacy, and access issues; commercial litigation, including RICO; and civil rights.

Ms. Herrmann serves as General Counsel to the Michigan Press Association, the official trade association for the newspapers of Michigan, with more than 300 members throughout the State.

Ms. Herrmann has extensive trial and appellate experience in both state and federal courts in a variety of areas.

## PROFESSIONAL EXPERTISE OF PARTICULAR NOTE

### Complex Commercial Litigation

Representing a variety of entities in a range of industries on commercial matters involving an array of legal issues including:

## Primary Practice Areas

Litigation and Dispute Resolution

Media Law

Media, Entertainment, and Digital Content Law Specialty Team

## All Related Practice Areas

Access, Freedom of Information Act & Open Meetings Act

Business & Commercial Litigation

Content Review and Pre-Publication Vetting

Insurance Coverage Specialty Team

Litigation and Dispute Resolution

Media Law

Media Litigation

Media, Entertainment, and Digital Content Law Specialty Team

Privacy, Data Breach & Data Security

Womens Leadership Committee

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contract; business torts, including fraud; non-competition and trade secrets; labor and employment; civil rights; defamation and privacy; and RICO. Includes extensive experience with TROs and preliminary injunctions.

Responsible for leading internal and external (client) teams involved in multi-million dollar litigation to conduct discovery, develop strategy, and prepare for trial.

### **Media/First Amendment Law**

Advising and litigating defamation, privacy, and access issues, including the Freedom of Information Act and the Open Meetings Act. Conducting pre-publication review of stories/broadcasts. Responding to subpoenas seeking information from the press and newsgatherers. Successfully obtained summary judgment and/or voluntary dismissal of defamation and publication-related claims against dozens of newspaper and broadcast clients throughout the State of Michigan. Advising a broad array of clients, including digital media, emerging technology groups and digital businesses needing advice on First Amendment issues, data protection and cybercrimes.

### **Teaching and Publications**

Professor, *Law of the Press*, Oakland University, Journalism Department

Guest Speaker on *Law of the Press*: Wayne State University, Central Michigan University, and Oakland University

Co-Editor, *The Developing Labor Law*, Chapter 30: RICO, 2004-2018

Contributing Editor, *The Developing Labor Law*, Chapter 30: RICO, 1999-2004

Member, *Michigan Bar Journal*:

- Chair: Law and the Media Committee 2013 to 2017
- Publications and Website Advisory Committee, 2001-2009
- Editor of the Michigan Bar Journal

Co-Author, *Michigan Media Law - A News Room Guide*

Co-Author, Media Law Resource Center Libel, Privacy and related surveys for Michigan and the 6<sup>th</sup> Circuit since 1993

Co-Author, *Overview of Defamation Law*, published by the Law and Media Committee of the ABA

Contributing author to the *informant*, a newsletter published by the Michigan Freedom of Information Committee

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Contributing author to Supplements, *Rights and Liabilities of Publishers, Broadcasters and Reporters* (Shepard's/McGraw Hill)

Contributing writer to *Michigan Bar Journal* Sixth Circuit Opinion Notes

Presented at ABA annual meeting, mid-winter meetings and seminars on Media Law and RICO

### Services

In addition to litigating a wide variety of commercial and media-related issues, Ms. Herrmann regularly:

- Advises and counsels clients on the availability of injunctive relief and potential alternative dispute resolution procedures.
- Advises on reputation management and the use of social media in branding for all types of businesses.
- Advises on defamation, privacy, and access issues, including the Freedom of Information Act and the Open Meetings Act.
- Assists companies in developing processes and procedures to most effectively conduct e-business while protecting their assets.
- Conducts pre-publication review of stories/broadcasts.
- Responds to subpoenas seeking unpublished information.

### Memberships

American Bar Association

- ABA Forum on Communications Law – Governing Committee member since 2012
- ABA First Amendment and Media Litigation Committee & Vice-Chair of Diversity Outreach Subcommittee
- Women in Communications Law past Co-Chair
- ABA Forum on Communications Law Co-Chair of Diversity Moot Court Competition 2016 to 2018
- Woman Advocate Committee of the ABA Litigation Section
- Past Co-Chair of Woman Advocate Roundtables Subcommittee
- Past Employer Co-chair of the Regional Programs Committee of the Labor and Employment Section
- Past Management Co-Chair of the Antitrust, RICO and Labor Law Committee

Media Law Resource Center

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- Member, Executive Committee of the Defense Counsel Section
- State Legislative Committee: Past Co-Chair
- Advertising & Commercial Speech Committee: Vice-Chair

Federal Bar Association - Michigan

Metropolitan Detroit Bar Association

State Bar of Michigan - Publication and Website Advisory Committee, Law and the Media Committee (McCree Award Chair); current Chair of this Committee

Michigan Freedom of Information Committee - Board Member

Michigan Community Resources (formerly Community Legal Resources)

- Chair, Board of Directors - 2009 to 2012
- Vice-Chair Board of Directors - 2006 to 2009
- Chair, Finance Committee - 2003 to 2006
- Board Member - 2003 to 2015

Butzel Long's Attorney Evaluation and Training Committee - Past Co-Chair

Butzel Long's Pro-Bono Committee - Past Co-Chair

Butzel Long's Women's Initiative Committee - past Co-Chair

Butzel Long's Recruiting Committee - former member

### Education

Bachelor of Arts, University of Michigan (1984)

Juris Doctor, Detroit College of Law (1993)

- Notes and Comments Editor (1992) *Detroit College of Law Review*
- Managing Editor, Comments (1992-93) *Detroit College of Law Review*

### Credentials

#### EDUCATION

## ROBIN LUCE-HERRMANN

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University of Michigan 1984

Detroit College of Law 1993, J.D.

### ADMISSIONS

Michigan

### MEMBERSHIPS

Michigan Press Association - General Counsel

State Bar of Michigan - Chair of the Law and the Media Committee

American Bar Association - ABA Forum on Communications Law Women in Communications Law; Woman Advocate Committee of the Litigation Section; Employer Co-chair of the Regional Programs Committee of the Labor and Employment Section; Past member and Vice-Chair of the ABA Law and Media Committee; Past Management Co-Chair of the Antitrust, RICO and Labor Law Committee

Federal Bar Association - Michigan

Metropolitan Detroit Bar Association

State Bar of Michigan - Publication and Website Advisory Committee

Media Law Resource Center - State Legislative Affairs Committee Co-Chair

Michigan Freedom of Information Committee - Board Member

Community Legal Resources - Chair, Board of Directors - 2009 to 2012; Vice-Chair Board of Directors - 2006 to 2009; Chair, Finance Committee - 2003 to 2006; Board Member - 2003 to 2012

Butzel Long's Attorney Evaluation and Training Committee - Co-Chair

Butzel Long's Pro-Bono Committee - past Co-Chair

Butzel Long's Recruiting Committee - former member

### Awards & Recognitions

*DBusiness* Top Lawyers in Metro Detroit, Appellate Law, 2012 Copyright Law, 2018

*Michigan Super Lawyers*, Media and Advertising, Business Litigation, 2014-2022