



Gregory G. Holland

Partner

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Greg is a partner in the firm's litigation group.

He has developed a solid trial practice representing national corporations and businesses in complex commercial, antitrust, intellectual property and products liability cases in state and federal courts in North Carolina and many other jurisdictions. He is listed in *Woodward/White's* The Best Lawyers in America. Greg's experience includes appearances in trials and appeals.

Services

- Litigation
- Antitrust
- Appellate Practice
- Class Actions
- IP Litigation
- Product Liability & Mass Torts
- Retail Industry

Representative Clients

- Philip Morris USA Inc. & Altria Client Services LLC
- Cone Health
- Qualicaps, Inc.
- Atlantic Coast Conference
- Marriott International

Before Fox Rothschild

Greg was a partner and the head of the litigation department at Smith Moore Leatherwood LLP, which combined with Fox Rothschild in 2018.

Beyond Fox Rothschild

Greg serves his profession and the community in various leadership positions. He served on the Board of Directors of the North Carolina Association of Defense Attorneys (2017-2020), was past Chair of the NCADA's Commercial Litigation Committee (2015-2016) and past Chair of the North Carolina Bar Association's Antitrust and Complex Business Disputes

Section (2011-2012). Greg is a member of the Steering Committee for the Defense Research Institute's Commercial Litigation Section.

He is a graduate of Leadership Greensboro (Class of 2004) and served on the advisory and campaign board for Lifespan Foundation. Greg has served as Chairman of the contestant services committee for the PGA Tour's Wyndham Championship since 2009. He was inducted into the Founders Club of the Wyndham Championship in 2019 and currently serves on its Executive Committee.

Bar Admissions

- North Carolina

Court Admissions

- U.S. Supreme Court
- U.S. Court of Appeals, Federal Circuit
- U.S. Court of Appeals, Fourth Circuit
- U.S. Court of Appeals, Sixth Circuit
- U.S. Court of Appeals, Ninth Circuit
- U.S. Court of Appeals, Eleventh Circuit
- U.S. District Court, Eastern District of North Carolina
- U.S. District Court, Middle District of North Carolina
- U.S. District Court, Western District of North Carolina

Education

- University of Georgia School of Law (J.D., *cum laude*, 1992)
- Emory University (B.A., 1989)

Memberships

- Litigation Counsel of America, Fellow
- Defense Research Institute (Commercial & IP Litigation Committees - Steering Committee Member)
- American Bar Association
- North Carolina Bar Association (Chair, Antitrust and Complex Business Disputes Law Section, 2011-2012)
- Georgia Bar Association
- North Carolina Association of Defense Attorneys
- American Bar Association Products Liability Group
- Guilford Inn of Court
- Greensboro Bar Association



Board of Directors

- North Carolina Association of Defense Attorneys (2017-2020)
- Rotary Club of Greensboro (2013-2016)
- Founders Club of the Wyndham Championship (2021-present)

Honors & Awards

- Recognized as *Business North Carolina's* Legal Elite, Antitrust (2006, 2012, 2014), Litigation (2017, 2018, 2024)

- Selected to the "Super Lawyers" list for Antitrust Litigation (2014-2017) and Business Litigation (2018-2026) in North Carolina by *Super Lawyers*
 - Selected to the "Super Lawyers Top 100" list for Attorneys in North Carolina (2023)
- Selected to *Super Lawyers Business Edition* list, Antitrust Litigation (2014, 2015)
- Named to the "Lawyer of the Year" list for Litigation - Patent (2012), Litigation - Antitrust (2016, 2019, 2022) and Litigation - Banking and Finance (2026) in North Carolina by *Best Lawyers*
- Selected to the "Best Lawyers in America" list for Commercial Litigation (2008-2026), Antitrust Law (2010-2026), Litigation - Antitrust (2011-2026), Litigation - Banking & Finance (2008-2026), Litigation - Intellectual Property (2011-2026), Litigation - Patent (2011-2026) and Litigation - Real Estate (2011-2026) in Greensboro, NC by *Best Lawyers*
- Rated AV Preeminent™ by Martindale-Hubbell®