

TRAILBLAZERS

PLAINTIFFS' LAWYERS

AELISH MARIE BAIG

ROBBINS GELLER RUDMAN & DOWD LLP

PIONEER SPIRIT Aelish Marie Baig was raised in an extended family of artists, teachers and lawyers—all of whom practiced on the plaintiffs' side. "I grew up believing the plaintiffs' side was the right side of justice."



TRAILS BLAZED Baig represents city, county and state governments against those responsible for fueling the nationwide opioid epidemic. "Nearly 150 people die every day of opioid overdose. I am hopeful there will be meaningful change in terms of the industry's marketing and distribution of opioids, the public's awareness of the dangers and, ultimately, a path forward to abate the epidemic." Baig represents San Francisco, San Diego and Los Angeles, among others. "I live and work in the Bay Area. I see the effects of the epidemic in my community daily. It's been hard-fought litigation. We knew these cases were massive before we began, but we began anyway and will see it through no matter what." Baig also represents governmental entities against Juul Labs alleging the false marketing of e-cigs and the targeting of youth. "Vaping is now rampant in the high schools and wreaking havoc on teenagers, and I'm hoping this litigation raises awareness and substantially curbs the problem." Baig and her team are preparing for trial in early 2022.

FUTURE EXPLORATIONS In addition to consumer fraud, Baig has long focused on securities fraud and recently settled such a case against a Chilean mining company accused of bribery implicating the highest levels of the Chilean government. "Straddling all types of fraud cases in the U.S. and abroad certainly keeps life interesting. I'm not sure what's on the horizon after the opioids and vaping litigations, but I certainly hope to be able to continue fighting the good fight in both realms."