

Eric L. Samore

Chicago, IL

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SPECIAL COUNSEL

Overview

Eric's mission is to prevent the class action procedure from abuse and misuse. The class action procedure was never intended to alter or enlarge substantive legal rights. He has defended more than 200 class action claims in more than 25 different states. He is a founding partner of Amundsen Davis. Eric defends putative class claims alleging a range of legal theories, including Illinois Biometric Information Act (BIPA), data breach, Telephone Consumer Protection Act (TCPA) and employment.

Eric secured a significant victory in an opinion authored by Judge Posner in the Seventh Circuit, raising the bar that plaintiffs' counsel must clear in order to satisfy the adequacy requirement for class certification (*Creative Montessori Learning Centers v. Ashford Gear*, 662 F.3d 913 (7th Cir. 2011)). He is entrusted by global companies to defend them from their class action exposure, which on occasion exceeds \$1 billion. He is currently representing more than 25 Universities in the NCAA football MDL. His experience includes representing a broad range of public companies, closely held entities, nonprofits, financial institutions, board members, fiduciaries, and officers and directors in complex commercial litigation.

Despite his commitment to the law, Eric's greatest passion and pride springs from his wife Betsy and their four sons: Bill, a patent lawyer with a degree in electrical engineering; Wes, a neuropathologist who completed his residency at Massachusetts General Hospital; Ted, a coding engineer for Snapchat; and Ricky, an engineer specializing in artificial intelligence.

[View Case List here.](#)

SERVICES

Biometric Privacy

Business Litigation

Class Action

Cybersecurity & Data Privacy

Professional Liability

EDUCATION

University of Wisconsin Law School, J.D., *Order of the Coif*

University of Wisconsin, B.S., *high honors*

ADMISSIONS

Illinois

Experience

Biometric Information Privacy Act (BIPA)

Successfully Defended an Illinois Manufacturer Against the Illinois Biometric Information Privacy Act Claims

Successfully Defeated Motion to Remand BIPA Suit

Obtained Voluntary Dismissal After Filing Motion to Strike Damages

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Arbitration

Successfully Obtained Stay of Discrimination Dispute Pending Arbitration

Certification

Successfully Moved to Strike the Claims of Non-Illinois residents from a Federal Class Action

Defeated a Class Certification in a Case Involving More than 1 Million Prerecorded Calls

Achieved a Significant Victory Raising the Adequacy Bar for Certification

Consumer Fraud

Represented a Cosmetics Manufacturer that was Accused of Consumer Fraud

Won a Motion to Dismiss for Claims Based on the Illinois Condominium Property Act and Illinois Consumer Fraud Act

Represented a Fast Food Franchisee Against Claims of Misleading Consumers

Successfully Defeated Class Allegations Against a Subsidiary of an International Food Manufacturer

COVID-19

Defeated Motion for Preliminary Injunction and Obtained Summary Judgment

Data Breach/Privacy

Defended a Hospital from a Class Action Arising from a Data Breach

Secured Dismissal of a Technology Company in an Alleged Breach of Personal Data

Discrimination

Class Action Team Defeats Class Allegations in Housing Discrimination Case

Defended a Major Nonprofit Organization Against Claims of Discrimination Against Individuals with Disabilities

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Fair Credit Reporting Act (FCRA)

Defended an Employer from a Class Action Alleging Improper Background Checks

Fiduciary Duty

Obtained Dismissal of a Putative Investor Class Alleging a Breach of Fiduciary Duty

Limitations

Persuaded the Eleventh Circuit that the Statute of Limitations for Class Allegations Was Not Tolled by the Previous Lawsuit Against the Same Defendant

Mass Tort

Defeated Class Certification on Grounds that Individual Fact Questions Predominated in a Mass Tort Lawsuit

Represented More than 20 Universities in the NCAA Football MDL Alleging the Defendants Concealed the Dangers Associated with Concussions

Parent/Subsidiary

Successfully Moved to Dismiss a Parent Corporation Alleged to have Violated the Telephone Consumer Protection Act

Represented a Jewelry Company, its Parent Corporation, and Two of its Individual Shareholders Accused of Consumer Fraud

Telephone Consumer Protection Act (TCPA)

Devised an Unconventional Strategy in 2010 of Filing the First Petition Before the FCC Seeking Relief from the Solicited Fax Rule

Successfully Achieved an Appeal Before the Illinois Appellate Court Holding that the Defendant Who Hired the Fax Broadcaster was Not Liable for TCPA Violations

Successfully Defended Auto Dealership Against Class Action Lawsuit

Directors and Officers

Defended a Financial Holding Company Seeking to Recover Damages Due to Alleged Statutory Violations by its Subsidiary

Devised Unique Defense to Class Certification in a BIPA Case Based Upon Shifting Mental State

Membership & Involvement

- Member: Illinois State Bar; Defense Research Institute (DRI), DRI Class Action SLG Committee, DRI Directors & Officers Subcommittee; ACA International
- Previous: Member, University of Wisconsin Law Review; Clerk, Honorable Allen Hartman of the Illinois Appellate Court, First District

Court Admissions: United States Supreme Court; U.S. Court of Appeals Second Circuit; U.S. Court of Appeals Third Circuit; U.S. Court of Appeals Sixth Circuit; U.S. Court of Appeals Seventh Circuit; U.S. Court of Appeals Eighth Circuit; U.S. Court of Appeals Ninth Circuit; U.S. Court of Appeals Eleventh Circuit; U.S. Court of Appeals, D.C. Circuit; U.S. District Court, Northern District of Indiana; U.S. District Court, Northern District of Illinois; U.S. District Court, Central District of Illinois; U.S. District Court, Southern District of Illinois; U.S. District Court, Western District of Michigan; U.S. District Court, Eastern District of Michigan; U.S. District Court, Eastern District of Missouri; U.S. District Court, Western District of Wisconsin; and, U.S. District Court, Eastern District of Wisconsin.

Pro Hac Vice Admissions: Arizona, Maricopa County; U.S. District Court, Northern District of Alabama; U.S. District Court, Eastern District of Arkansas; U.S. District Court, Central District of California; U.S. District Court, District of Colorado; U.S. District Court, District of Connecticut; U.S. District Court, Delaware; U.S. District Court, Southern and Middle Districts of Florida; Florida: Lee County, Lake County; Florida Fifth District Court of Appeals; Cherokee County, Georgia; U.S. District Court, Northern District of Indiana; Indiana: Marion County, Lake County; U.S. District Court, District of Massachusetts; Missouri, St. Louis County; U.S. District Court, Western District of North Carolina; U.S. District Court, District of Nebraska; U.S. District Court, District of New Mexico; U.S. District Court, Southern District of New York; U.S. District Court, Eastern District of Pennsylvania; U.S. District Court, Southern and Northern Districts of Ohio; U.S. District Court, Northern District West Virginia; Wisconsin: Milwaukee County, Portage County; Washington DC; and US District Court, Eastern District of Washington.

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Honors

- Martindale-Hubbell AV® Preeminent™ rated
- Selected to *The Best Lawyers in America*® in Commercial Litigation: 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026
- Selected to *The Best Lawyers in America*® in Mass Tort/Class Action Litigation: 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023
- Selected to the Illinois Super Lawyers list: 2005, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025
- Selected by the Leading Lawyers Network as a "Leading Lawyer" in class action/mass tort defense law

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Firm News

130 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2026 in America
Firm News, August 21, 2025

Congratulations to Amundsen Davis Attorneys Included on 2025 Illinois Super
Lawyers and Rising Stars Lists
Firm News, January 21, 2025

93 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2025 in America
Firm News, August 15, 2024

Amundsen Davis Attorneys Included in the 2024 Illinois Super Lawyers and Rising
Stars List
Firm News, January 25, 2024

77 Amundsen Davis Attorneys Recognized by Best Lawyers® in 2024 in America
Firm News, August 17, 2023

Amundsen Davis Attorneys Included in the 2023 Illinois Super Lawyers and Rising
Stars List
Firm News, *Amundsen Davis*, January 23, 2023

36 Amundsen Davis Attorneys Recognized by *Best Lawyers in America*© 2023
Firm News, August 18, 2022

25 Amundsen Davis Attorneys Included on 2022 Illinois Super Lawyers and Rising
Stars Lists
Firm News, January 28, 2022

28 Amundsen Davis Attorneys Recognized by *Best Lawyers in America*© 2022
Firm News, August 19, 2021

In the Media

Ill. Judge Gives Final OK To \$800K Deal Over Drug Faxes – *Law360* Article
Mentions John Ochoa

TD Ameritrade Ducks Class Action Over Investment Strategy

Cirque Du Soleil Wins TCPA Decert, After China Agritech – *Law 360* Article
Mentions Molly Arranz, Ronald Balfour and Albert Bower

Citing *Spokeo*, Judge Blocks TCPA Class Against Pet Insurer - *Law360* Mentions
Molly Arranz and John Ochoa

Cirque US Arm Wants Out Of TCPA Junk Fax Complaint - *Law360* Article Mentions
Eric Samore and Molly Arranz

Students Not Hurt By Sold Test Info, 7th Circ. Says - *Law360* Article Mentions
Michael Resis

Earlier Suit Didn't Pause Clock For TCPA Suit, 11th Circ. Says - *Law360* Article
Mentions Amundsen Davis

Alerts

TransUnion Hollows Out Class Members Who Have Not Suffered a Concrete
Injury

DC Circuit Invalidates FCC Fax Rule Effectively Closing the Door to TCPA Class
Actions Based on Alleged Violations

Published Works

COVID-19 and University Closures - What Institutions Can Expect as Students File
Class Actions Against Them
The Defense Research Institution's Commercial Litigation Committee Newsletter, June
2, 2020

Blog Posts

BIPA Strikes Again: \$228 Million Verdict Awarded in First BIPA Jury Trial
Labor & Employment Law Update, October 18, 2022

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