



Kevin W. Tucker

Partner (He/Him)

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@SquireTuck

PRACTICE AREAS

Deceptive Business Practices and
Consumer Protection

Americans with Disabilities Act

Cybersecurity and Privacy

Environmental Threats

EDUCATION

University of Pittsburgh School of
Law, J.D., 2011

University of Michigan, BA, 2008

BAR ADMISSIONS

Pennsylvania

The Third Circuit Court of Appeals

The Ninth Circuit Court of Appeals

Eastern District of Pennsylvania

Western District of Pennsylvania

Northern District of New York

Western District of New York

Northern District of Illinois

Eastern District of Michigan

PROFESSIONAL AFFILIATIONS

University of Pittsburgh School of
Law Alumni Board of Governors,
Vice-President (2021-)

While in law school, Kevin led a nonprofit that subsidized students accepting unpaid, public-interest positions. In the ten years since, he has pursued justice on behalf of clients in a variety of practice areas. Kevin has tried § 1983 cases for incarcerated individuals seeking adequate medical treatment. He's represented Steelworkers across Pennsylvania before workers' and unemployment compensation judges, at social security disability hearings, and before Magisterial District Courts. And he has represented groups of consumers and employees in class and collective litigation across the country.

Kevin's thoughtful approach to his clients' legal issues has resulted in their recovery of meaningful, life-changing relief, be it cash in their pocket or changes to the policies and practices of companies for whom they work or do business. Rhonda Wasserman, whose scholarship focusses on class action practice and other forms of aggregate litigation, noted that "Kevin has always shown a keen ability to identify a problem, and an eagerness to solve it with innovative solutions."

Today, Kevin is a co-founder of and Partner at East End Trial Group LLC. Before founding East End, Kevin was a Partner at a national plaintiffs-side class action law firm that The Legal Intelligencer named Litigation Department of the Year for work the firm did while he was a member of that team. He has a diverse practice and experience centering on the Americans with Disabilities Act, consumer protection, and cybersecurity and privacy. In addition to practicing law, Kevin serves as Vice-President of Pitt Law's alumni association. He chaired the Allegheny County Bar Association's Civil Rights Litigation Committee from 2020-21.

Kevin has helped leadership teams prosecute some of the largest multidistrict litigations in recent years: *In Re Equifax, Inc. Customer Data Security Breach Litigation*, MDL 2800

KEVIN W. TUCKER

(continued)

SuperLawyers, Pennsylvania Rising Star for Class Action & Mass Torts (2021-2022)

University of Pittsburgh School of Law Alumni Board of Governors, Secretary (2019-2021)

Allegheny County Bar Association, Civil Rights Litigation Committee, Chair (2020-21)

Allegheny County Bar Association, Soccer League Commissioner (2015-2020)

Pittsburgh Center for Creative Reuse, President (2014-2016)

University of Pittsburgh School of Law, Pitt Legal Income Sharing Founding, President (2009-2011)

FAVORITE RACES

24-hr Maine Summer Adventure Race, Maine (2021)

Twisted Branch 100k Ultra, New York (2021)

Canal Corridor 100 mile Endurance Run, Ohio (2020)

50 mile Baker Trial UltraChallenge, Pennsylvania (2018-2020)

36 mile Rachel Carson Trail Challenge, Pennsylvania (many)

Untamed New England Expedition Adventure Race, Maine (2012)

(N.D. Ga.) (Equifax agreed to pay \$5.5 million to a putative class of thousands of banks and credit unions and to spend at least \$25 million on the financial institutions' data security); *In re Vizio, Inc. Consumer Privacy Litigation*, MDL No. 2693 (C.D. Cal.) (Vizio agreed to pay \$17 million to resolve smart-TV owners' claims it collected and shared data about their viewing habits without consent); and *In Re FedLoan Student Loan Servicing Litigation*, MDL 2833 (E.D. Pa.) (a putative nationwide class of student loan borrowers challenges the policies and practices of the country's largest student loan servicer and the U.S. Department of Education in this pending litigation).

In addition to this consumer practice, Kevin has developed a niche prosecuting disability discrimination claims on behalf of individuals who use screen reader software to access digital content, like a website, mobile app, or email. Kevin has helped secure landmark decisions across the country confirming public accommodations' duty to make digital content fully and equally accessible to everyone. See *Gniewkowski v. Lettuce Entertain You Enterprises, Inc.*, 251 F. Supp 908 (W.D. Pa. 2017); *Access Now, Inc. v. Otter Prods., LLC*, 280 F. Supp. 3d 287 (D. Mass. 2017); and *Access Now, Inc. v. Blue Apron, LLC*, 2017 U.S. Dist. LEXIS 185112 (D. N.H. Nov. 8, 2017). In one of the first cases to resolve on a class-wide basis, the U.S. District Court for the Western District of Pennsylvania acknowledged Kevin's "diligent and effective representation to date and during the Parties' extensive settlement negotiations" and found Kevin and the entire team at East End Trial "will fairly and adequately protect the interests of the entire class in that case. *Murphy v. Eyebobs*, No. 1:21-cv-00017, 2021 U.S. Dist. LEXIS 192676, *8-9 (W.D. Pa. Oct. 6, 2021).

Kevin is reasonable and persistent. He counsels clients to choose legal battles carefully and works to create and keep positive working relationships with co- and opposing counsel. Mindful of judicial resources from his time externing with then Chief Magistrate Judge Lisa Pupo Lenihan in the U.S. District Court for the Western District of Pennsylvania, Kevin works with his team to gameplan for the entire case at the start of the case and readjusts confidently and quickly when appropriate.