

Bird Marella Secures \$164 Million Verdict Against LuLaRoe After Two-Month Jury Trial

After six years of litigation and a two-month jury trial, a Bird Marella trial team led by partner [Ekwan Rhow](#), with assistance from partner [Gopi Panchapakesan](#), associates [Christopher Jumin Lee](#) and [Miri Gold](#), and paralegals Alison Hyon and Pamela Moore, prevailed against multilevel marketing conglomerate LuLaRoe and related defendants. The resulting verdict awards Bird Marella's client, Cresden, LLC, over \$164 million in total damages. Cresden will also be awarded its attorney's fees as the prevailing party.

The jury verdict confirmed each of Cresden's essential claims – namely that the defendants breached written sourcing agreements relating to tens of millions of dollars of products, orchestrated a comprehensive fraud relating to their multi-billion dollar business model, and attempted to hide the resulting revenues.