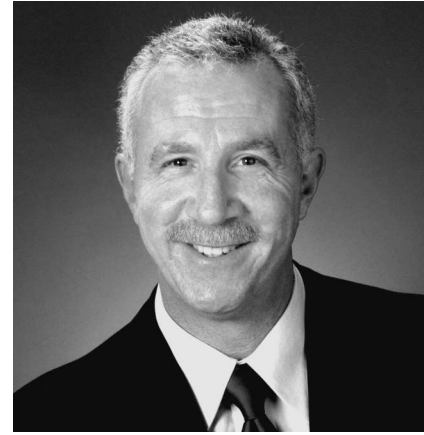


Executive Profile



William L. Berg

Principal

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A civil trial lawyer specializing in personal injury, William Berg has practiced in Northern California since 1979. Mr. Berg has successfully represented clients from the Municipal Courts to the California Supreme Court. Many of the cases in which Mr. Berg has been involved have had notable results. Mr. Berg won in the California Supreme Court the case of Mexicali Rose v. Superior Court, a legal breakthrough in which the court revised its 1936 rule stating that consumers have no legal recourse for injuries caused by natural substances in food. The result of this landmark case insures protection for the rights of victims of improperly prepared food.

Mr. Berg is a 1974 graduate of the University of California at Berkeley obtaining his B.A. degree with honors in Criminology. He graduated from the University of San Francisco School of Law, with honors, receiving his Juris Doctor degree in 1979. He served as a Law Clerk for the Alameda County District Attorney from 1977 to 1979. Mr. Berg was an attorney for the San Francisco-based insurance defense firm Long & Levit before founding Berg Injury Lawyers in 1981.

Mr. Berg is active in many legal and civic organizations. He is the author of several personal injury related information guides and legal articles including California Accident and Injury Law—A Guide for Consumers. Recently, Mr. Berg was featured in “Regularly Scheduled Programming,” a September 2003 Law.com article discussing lawyer television advertising. Mr. Berg has been interviewed on KCBS, the San Francisco Bay Area’s all news radio station and made a guest appearance on the television show “People You Don’t Expect to Meet.”

Bar Admissions

California, 1980

Education

University of San Francisco School of Law (J.D., 1979)

• *McAuliffe Honor Society*

University of California at Berkeley (B.A., general honors, Criminology, 1974)

Professional Associations and Memberships

State Bar of California

Alameda County Bar Association

• *Lawyers in the Library, 10 year participant*

Association of Trial Lawyers of America

Consumer Attorneys of California

Alameda/Contra Costa Trial Lawyers Association

• *Board of Directors, former member*

Trial Lawyers Marketing Roundtable

M & L Legal Forum

Greater Alameda Business Association

• *Past President*

Alameda Boys and Girls Club

• *Board of Directors, former member*

Alameda Chamber of Commerce

Kiwanis Club of Alameda

Published Works

California Accident and Injury Law—A Guide for Consumers [Booklet]—2003

“Social Security 101,” *California Lawyer Magazine*, March 2003

Secrets Insurance Companies Don't Want You to Know [Booklet]—2002

Injury Law 101 [8-videotape training series]—August 2002, Consulting Editor

“Liability for Harmful Objects in Restaurant Food,” *Forum* magazine, June 1992