



Genus Heidary

Associate

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Practices

FOCUS: Litigation

Financial Services
Regulatory and
Compliance

Consumer Finance
Litigation

Financial Services
Litigation

Class Action and
Multidistrict Litigation

Industries

Finance and Financial
Services

Energy

Technology

Recognition

Super Lawyers Rising
Stars, Washington,
DC, 2019

Katten Muchin
Rosenman LLP Pro
Bono Service Award,
2018

Education

JD, Pepperdine
University

Genus Heidary is an experienced litigator and regulatory attorney, helping energy, technology and consumer finance industry clients, among others, resolve their most pressing issues.

Devoting much of her time to environmental and white collar law, Genus frequently navigates internal investigations and civil and criminal enforcement matters, including those implicating fraud and abuse, consumer finance, the Clean Air Act, clean technologies and the Occupational Safety and Health Act.

As a member of Katten's Consumer Finance practice, Genus also concentrates on class action and multidistrict litigation. She focuses her practice on defending clients against state and federal class actions, with particular emphasis on consumer protection and consumer finance laws.

With significant life sciences experience, Genus works with Katten's Food Outbreak and Product Recall team. Prior to entering the field of law, Genus worked in the public health policy arena in numerous capacities at both the local and federal levels, including serving under the San Mateo County Director of Health Services and as a Congressional Fellow in the Office of Congresswoman Hilda L. Solis.

At the University of California, Los Angeles, Genus was the Ann G. Quealy Memorial Fellowship recipient for "Outstanding Graduate." While in law school, she externed for the Honorable Consuelo M. Callahan, US Court of Appeals for the Ninth Circuit, and for the Honorable Otis D. Wright II, US District Court, Central District of California. During this time, she also was a law clerk at the Los Angeles County Public Defender's Office, an editor of the *Pepperdine Dispute Resolution Law Journal* and a member of the Moot Court team, for which she finished as a finalist in both domestic and international competitions.

Selected Experience

- Representation of a federal savings association and its parent savings and loan holding company in relation to the entities' multi-part regulatory applications and filings with the Office of the Comptroller of the Currency and the Federal Reserve Board of Governors to merge with a bank and bank holding company, respectively, which required regulatory filings pursuant to the Home Owners' Loan Act, the Bank Merger Act and the Bank Holding Company Act.



MPH, Health Policy and Management, University of California, Los Angeles

AB, Human Biology, Stanford University

Bar Admissions

District of Columbia

California

Virginia

- Representation of an executive in an action brought by the Federal Trade Commission under the Federal Trade Commission Act, the Restore Online Shoppers' Confidence Act, and the Telemarketing and Consumer Fraud and Abuse Prevention Act.
- Representation of clients in regulatory due diligence involving consumer and commercial lending and leasing, which implicates various federal and state regulatory schemes including the Retail Installment Sales Act, Truth in Lending Act, Regulation Z, Consumer Leasing Act, Regulation M, Equal Credit Opportunity Act, Regulation B, Fair Credit Reporting Act, Regulation V, Federal Trade Commission Act, and Dodd-Frank Act.
- Representation of transportation company in defense of federal grand jury subpoena related to allegations of fraud.
- Representation of one of the largest educational technology companies in an intellectual property dispute, which included defense of company representative at deposition.
- Representation of real estate mortgage financing start-up in incorporating consumer financial protections within product design.
- Representation of bank in response to complaint filed with the Federal Reserve Board and related examination conducted by the regional office of supervision.
- Representation as primary environmental attorney of lender and, after foreclosure, now land owner in large, nine-figure real estate purchase contract dispute that implicated environmental (RCRA, CERCLA and state Brownfield Program), breach of contract and other claims with major national homebuilder. This resulted in a favorable judgment for client after a three-week bench trial. *U.S. Home Corp. v. Settlers Crossing, L.L.C., et al.* (D. Md. 2014), affirmed (4th Cir. 2017), *cert. denied* (U.S. 2017).
- Representation of a Fortune 10 oil and gas company client before the California Occupational Safety & Health Appeals Board related to a process safety management based appeal. Case pending.
- Representation of a Fortune 10 oil and gas company in both civil and criminal investigations related to environmental and workplace safety issues.
- Representation of financial sector trade organizations responding to rule promulgations of the Consumer Financial Protection Bureau.
- Representation of clients in class action matters brought pursuant to state consumer protection acts.
- Representation of clients in criminal investigations brought pursuant to maritime laws, including the MARPOL Protocol.
- Representation of trade organizations responding to agency rulings pursuant to the Clean Air Act.



- Participation in the representation of a client in a Clean Water Act federal jury trial leading to acquittal of the client on all charges.
- Representation of a leading lawn and garden manufacturer in one of the largest FIFRA civil and criminal enforcement matters.

Memberships

- American Bar Association
- American Health Lawyers Association
- American Public Health Association
- Women's Bar Association of the District of Columbia

Advisories

- Regulatory Freeze Memorandum To Have Minimal Impact on Structured Finance Industry (January 25, 2017)
- Fintech Gains a National Platform: Federal Regulator Plans To Accept Fintech Applications for Special Purpose National Bank Charters (December 6, 2016)

Speaking Engagements & Presentations

- Presenter | Anatomy of a Term Sheet: Early Stage Term Sheets | New York Pipeline Angels Boot Camp | New York, New York (March 23, 2018)
- Presenter | PACE Financing: Consumer Financial Protections and Tax Considerations | Washington, DC (May 17, 2017)
- Presenter | Corporate Governance: A Legal Checklist for Clean Tech Providers | Washington, DC (April 12, 2017)
- Presenter | Solar Energy and Consumer Financial Protections | Washington, DC (March 17, 2017)
- Presenter | Clean Tech and the OCC Special Purpose National Bank Charters for Fintech Companies | Washington, DC (February 15, 2017)