



Robert Lufrano

Associate

Princeton | 609.490.4850 | rlufrano@bakerdonelson.com

Robert Lufrano assists clients in a broad range of litigation matters.

Robert Lufrano, an associate in the Firm's Princeton office, represents clients in a wide array of matters involving contract disputes, unfair competition claims and other business torts, alleged antitrust violations, and insurance coverage issues.

Robert helps strategically guide companies and individuals through the challenges of complex and often high-stakes litigation. He has represented clients before numerous state and federal courts, arbitration tribunals, and administrative agencies. Robert has additional experience with white collar matters and internal investigations.

Representative Matters

Results may vary depending on your particular facts and legal circumstances.

- Secured the dismissal of a consumer class action lawsuit on behalf of a dietary supplement company in the Central District of California, by successfully arguing that the plaintiffs' claims were an improper end-run around the primary jurisdiction of the Food and Drug Administration (FDA).
- Obtained a rare ex parte temporary restraining order on behalf of a supermarket client to halt an ongoing trademark infringement and fraud scheme. The defendants appropriated the well-recognized trademark of the client's subsidiary supermarket brands to pass themselves off as franchisees of that brand, in order to get financing for fraudulent transactions and other illegal activities. After our restraining order was granted in New Jersey federal court in less than 24 hours, we filed a trademark infringement lawsuit against the defendants.
- Represented a Swiss dietary supplement company in a lawsuit in the Northern District of California against a major U.S. supplier for fraudulent inducement and unfair competition. After defeating a motion to dismiss and compel arbitration, the case resolved with a confidential settlement.
- Conducted a whistleblower investigation into allegations of retaliation involving senior executives at a publicly traded Fortune 100 company.
- Conducted an internal investigation for a large fitness franchisee related to allegations of employee malfeasance.
- Represented a charity hospital in breach of contract and unfair competition litigation in the Superior Court of New Jersey against two other hospitals. The case settled on a confidential basis shortly before trial.
- Represented the defendant in federal wire fraud prosecution alleging government contracting fraud. The prosecution ended in a stipulated non-custodial sentence.

Professional Honors & Activities

No aspect of this advertisement has been approved by the Supreme Court of New Jersey.

- Listed in Best Lawyers: Ones to Watch® in America for Health Care Law (2023 – 2026) and Commercial Litigation (2026). *This award is conferred by Best Lawyers. A description of the selection methodology is [available here](#).*
- Selected to New Jersey Rising Stars in Business Litigation (2025 – 2026). *This award is conferred by Thomson Reuters. A description of the selection methodology is [available here](#).*



Publications

- "Businesses Beware: FTC Seeks to Codify 'Made in USA' Enforcement Policy," *FDLI Update* (September 2020)
- "Lessons on Force Majeure Application from Past Crises," *Law360* (June 2020)
- "Protecting Confidential Information in the Brave New World of Virtual Litigation," *New Jersey Law Journal* (May 2020)



Education

- Rutgers Law School, J.D., 2018, magna cum laude
- University of Rochester, Eastman School of Music, B.M., 2011



Admissions

- New Jersey, 2018
- New York, 2021
- U.S. Court of Appeals for the Ninth Circuit
- U.S. Court of Appeals for the Third Circuit
- U.S. District Court, District of New Jersey
- U.S. District Court, Eastern District of Michigan
- U.S. District Court, Eastern District of New York
- U.S. District Court, Southern District of New York