

# Wisconsin Law Journal

VOLUME 31, ISSUE 36 | SEPTEMBER 6, 2017

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## COMMERCIAL APPEAL

REIMANN HEEDS CALL TO HELP BUSINESSES

By MaryBeth Matzek

Special to the Wisconsin Law Journal

While working in environmental consulting, Allison Reimann dealt with a lot of regulations and came to discover she had an aptitude for understanding legal matters.

So six years after graduating college, Reimann headed to law school where she found her calling: commercial litigation.

"Once I started writing briefs I just loved it. I also enjoyed putting together arguments so litigation was the natural fit," said Reimann, an associate at Godfrey & Kahn's Madison office.

Reimann specializes in complex civil litigation, including anti-trust cases, the False Claims Act, health care and commercial disputes. Many of her cases involve health care providers, she said.

"Health care is a highly regulated industry and they are also big businesses so there are many reasons they can wind up in litigation," Reimann said.

When writing briefs, Reimann enjoys building a story around the facts and developing the best argument that shows "we are on the right side of the issue."

Before joining Godfrey & Kahn earlier this year, Reimann practiced at a large Chicago law firm for more than six years. Before that, she served as a law clerk for Judge William C. Canby, Jr. of the 9th Circuit Court of Appeals in

Phoenix.

"I've been fortunate to work with clients at all stages of the litigation process in both federal and state courts," she said.

Working with health care clients and on False Claims cases can be difficult, Reimann said, since the rules and regulations are always changing.

On the other hand, it helps keep things fresh. "Every case is different, but it is fun and challenging work," she said.

Reimann said her experience in the private sector comes in handy when she is working with clients.

"I was out of school for six years before I went to law school and I brought that experience with me," she said. "I think that allows me to relate to clients better and connect with them."

**Wisconsin Law Journal:** What makes your work important to you?

**Allison Reimann:** Although our legal system is far from perfect, I believe that all individuals and businesses deserve great representation when disputes arise to achieve a just outcome. I enjoy solving tough problems, being pushed intellectually and coming up with the best possible arguments for my clients.

**WLJ:** Who is your hero in the legal field?

**Reimann:** Probably Supreme Court Justices Sandra Day O'Connor and Ruth Bader Gins-

### Asked & Answered

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**Allison Reimann,**  
associate in Godfrey & Kahn's  
Litigation Practice Group

burg. They graduated from law school at a time when women could barely get hired as lawyers, and yet made it to the pinnacle of their field. I particularly admire Justice Ginsburg for her advocacy for women's rights before she became a judge.

**WLJ:** What do you do outside of work to deal with stress from the office?

**Reimann:** I love working off stress through high-intensity exercise – rope slams, sprints –

that sort of thing. My family and I also recently bought an old house, and I spend a lot of time dreaming about and planning home improvement projects.

**WLJ:** What's one thing many people get wrong about what you do?

**Reimann:** My non-lawyer friends often incorrectly assume that I know everything about the law, for example, employment disputes and wills. Also, when I tell people that a major focus of my practice is health care litigation, they sometimes think I mean medical malpractice. In reality, I do commercial litigation for health care and non-healthcare clients alike, including contractual issues, antitrust disputes, fraud claims, class actions and more.

**WLJ:** What's your favorite memory from law school?

**Reimann:** As a 3L, I was part of my law school's three-member national moot-court team. We won our region and then made it to the final round of the national competition. I was able to argue before a nine-member panel that included several federal appellate judges — a pretty incredible experience for a law student.

**WLJ:** Is there a certain case that stands out to you?

**Reimann:** Seminal freedom of the press cases such as *New York Times v. Sullivan* and the Pentagon Papers case have been on my mind lately given the current political climate.