

Brett B. Larsen

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About Brett

An experienced litigator, Brett represents clients in all phases of civil litigation in state and federal courts, handling contract disputes, products liability, personal injury, and insurance coverage matters. He also advises creditors and collectors in class actions alleging violations of the Fair Debt Collection Practices Act (FDCPA), Fair Credit Reporting Act (FCRA), and other consumer protection laws. By effectively defending clients in litigation, Brett also helps them identify potential risks and implement strategies to avoid future claims.

Brett joined Hinshaw during law school and started his legal career on temporary assignment to the Milwaukee County District Attorney's office, where he gained immediate trial experience—including trying a case on his very first day.

Areas of Focus

Industries: Healthcare; Insurance; Professional Services

Services: Complex Tort & General Casualty; Fair Credit Reporting Act (FCRA);
Fair Debt Collection Practices Act (FDCPA); Insurance Coverage Litigation & Counseling

Experience

- Identified coverage defenses for an insurer facing a seven-figure exposure arising from industrial design defects, secured summary judgment dismissing all claims, and successfully defended the ruling before the

Wisconsin Court of Appeals.

- Counseled a business owner accused of violating Arizona's elder abuse laws in a wrongful death lawsuit and, following extensive investigation, negotiated a favorable settlement for less than the cost of defense.
- As lead counsel at both the trial and in a subsequent Seventh Circuit appeal, successfully defended a Wisconsin city accused of violating a labor union's First Amendment rights while protesting on public property where the union challenged the city's enforcement of a local ordinance terminating the protest, claiming it was content-based.
- Obtained summary judgments dismissing class action claims against a group of related clients accused of violating the Fair Debt Collection Practices Act and the Utah Consumer Sales Practices Act in multiple lawsuits, with all dismissals affirmed by the Tenth Circuit or the Utah Court of Appeals.
- Drafted evidentiary motions and helped execute a defense strategy in a design defect trial where a plaintiff sought \$27 million from an automobile manufacturer but recovered nothing.
- Researched and helped implement a litigation plan that enabled an insulation manufacturer to resolve a \$13 million trademark and false advertising case for less than the cost of defense.

Recognition

- *The Best Lawyers in America*®, Commercial Litigation, 2025 – 2026
- *Super Lawyers*, Rising Star, Wisconsin, 2015 – 2017
- Marquette University Law School, *Marquette Law Review*, Senior Note and Comment Editor; Law Alumni Scholarship; Environmental Law Society, Secretary; Marquette Moot Court Program

Credentials

Education

Marquette University Law School, JD, 2007

Brigham Young University, BA, 2002

Bar Admissions

Arizona

Wisconsin

Court Admissions

US Court of Appeals for the Seventh Circuit

US Court of Appeals for the Ninth Circuit

US Court of Appeals for the Tenth Circuit

US District Court for the District of Arizona

US District Court for the Eastern District of Wisconsin

US District Court for the Western District of Wisconsin

Interests

Did you know...

Before practicing law, Brett worked as a newspaper reporter and editorial cartoonist. When not in the office, he enjoys spending his free time outdoors, exploring the desert Southwest with his wife and children, hiking, and camping, or on a basketball court.

Thought Leadership

Presentations

- “Federal Court from Start to Finish,” National Business Institute, Webinar, November 2017
- “Federal Litigation 101: Expert Witness Testimony Under the Federal Rules of Evidence,” National Business Institute, Webinar, August 2015

Publications

- [“No Closer to Clarity: The Establishment Clause and the Supreme Stumble in *Van Orden v. Perry*,”](#) *Marquette Law Review*, Fall 2006

Healthcare Alert

- Medical Litigation Newsletter - April 2011, Apr 4, 2011

Press Releases

- 102 Hinshaw Lawyers Recognized in 2026 Editions of *The Best Lawyers in America*® and *Ones to Watch*™, Aug 21, 2025
- 105 Hinshaw Lawyers Recognized in 2025 Editions of Best Lawyers in America and Ones to Watch, Aug 15, 2024
- Appellate Spotlight: David Hanus and Brett Larsen Secure Win at the Tenth Circuit, Aug 10, 2023
- Trial Spotlight: Securing Two Favorable Rulings in Wisconsin Circuit Court in Cases Involving Consumer Protection Claims, Apr 25, 2023
- Appellate Spotlight: Ninth Circuit Affirms Summary Judgment Win by Law Firm in FCRA Class Action Case, Mar 22, 2023

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