



Press Kit
Fact Sheet and Executive Bio
August 2024

Berg Injury Lawyers Corporate Fact Sheet

CORPORATE BACKGROUND

Berg Injury Lawyers was founded in 1981 by William L. Berg. During the past 40-plus years, the firm has grown significantly in size, prestige, and experience. Today, Berg Injury Lawyers has a large and experienced staff that anchors offices throughout Northern California. In 2001, the firm moved into its current headquarters, a fully restored historic building in Alameda, California.

Berg Injury Lawyers is dedicated to representing the rights of individuals injured by the negligent conduct of others. The firm specializes in plaintiffs' personal injury law and does not represent corporations, banks, or insurance companies.

Each case is assigned to a team of personal injury specialists comprised of attorneys, paralegals, case managers, investigators, and administrative support staff who work hard to achieve just, reasonable, and timely settlement for all clients. Berg Injury Lawyers always looks out for the best interest of each client, whether it's proceeding through a trial or reaching a favorable settlement. Thorough preparation and tough-minded advocacy frequently enable the firm to help clients reach successful resolutions with opposing lawyers through negotiation.

Notable verdicts include the California Supreme Court case of [*Mexicali Rose v. Superior Court*](#), a legal breakthrough that reversed a 55-year-old rule protecting the food industry. This important ruling expanded consumers' rights and imposed new food preparation duties on thousands of restaurants and food processors around the state.

The court's 1936 rule spared the food industry from lawsuits over injuries caused by natural substances in food, such as bones in meat or pits in fruit. In *Mexicali Rose v. Superior Court*, the state Supreme Court ruled that a customer could sue for negligence by showing that the presence of a dangerous substance not normally expected in a product was caused by flaws in food preparation or other procedures.



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CORPORATE HEADQUARTERS

2440 Santa Clara Avenue
Alameda, CA 94501
Phone (510) 570-1904; (866) 204-1659

OFFICE LOCATIONS

Modesto Office

1317 Oakdale Road
Suite 500
Modesto, CA 95355
Phone (209) 924-8695

Fresno Office

516 West Shaw Avenue
Suite B-1
Fresno, CA 93704
Phone (559) 203-1962

Sacramento Office

2277 Watt Avenue
2nd Floor
Sacramento, CA 95825
Phone (916) 546-5133

Greater Bay Area and San Jose

Phone (866) 520-6175

FOUNDER

William L. Berg

YEAR FOUNDED

1981

PRACTICE AREAS

Berg Injury Lawyers represents individuals in many areas of law, including Motor Vehicle Accidents, Construction Accidents, Brain Injury, Defective/Dangerous Products, Pharmaceutical/Drug Litigation, Nursing Home Abuse & Negligence, Slip & Fall, Dog Bite, Wrongful Death, Social Security Disability Claims, and more.

WEBSITE

<https://www.berginjurylawyers.com/>

SOCIAL MEDIA

- [Facebook](#)
- [Instagram](#)
- [YouTube](#)



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LOGOS





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EXECUTIVE PROFILE



William L. Berg

Principal
Phone: (510) 523-3200
Email: wberg@berginjurylawyers.com
Website: <https://www.berginjurylawyers.com/>

A civil trial lawyer specializing in personal injury, William Berg has practiced law in Northern California since 1980. Mr. Berg has successfully represented clients in many jurisdictions, from municipal courts to the California Supreme Court. Many of the cases in which Mr. Berg has been involved had notable results. Mr. Berg won in the California Supreme Court 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 ensures 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. with honors in criminology. He graduated from the University of San Francisco School of Law with honors, receiving his Juris Doctor 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. Berg Injury Lawyers has grown into a large team of dedicated staff members located at several offices throughout Northern California, all focused on supporting clients in their time of need.

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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." Mr. Berg has been interviewed on KCBS, the San Francisco Bay Area's all-news radio station, made a guest appearance on the television show *People You Don't Expect to Meet*, and was featured in "Regularly Scheduled Programming," an article on Law.com discussing television advertising for personal injury lawyers.

Bar Admissions:

California, 1980

Education:

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

- *McAuliffe Honor Society*

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

Professional Associations and Memberships:

State Bar of California

Alameda County Bar Association

- *Lawyers in the Library, 10-year participant*

Contra Costa County Bar Association

- *Board of Directors, former member*

American Association for Justice

Trial Lawyers Marketing Roundtable

Consumer Attorneys of California

Alameda/Contra Costa Trial Lawyers Association

M&L Legal Forum

Greater Alameda Business Association

- *Past President*

Alameda Boys & 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, Consulting Editor [8-DVD Training Series] – 2002

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