

Matthew R. Cali

Associate

Princeton

matthew.cali@troutman.com

D 609.951.4131



OVERVIEW

Matt represents clients in complex litigation, regulatory, and compliance matters. He has significant experience defending class action and multidistrict litigations involving statutory and common law privacy claims and responding to government investigations and inquiries. With experience in venues throughout the U.S., Matt handles matters in federal and state courts as well as in mediations and arbitrations. His diverse practice also includes litigating construction, real estate, franchise-related matters, and other business disputes.

Matt's varied pro bono practice includes representing disabled children who are denied supplemental security income as part of the firm's New Jersey Children's Supplemental Security Income Program, and representing nursing and rehabilitation homes in guardianship litigation.

Before joining the firm, Matt served as in-house counsel for an international hotel and resort chain.

REPRESENTATIVE MATTERS

Data Privacy and Security

- Representing clients such as media companies and global data and analytics companies in data privacy and security class action litigations and single-plaintiff cases, including for claims arising out of the Video Privacy Protection Act, Fair Credit Reporting Act, and privacy-based common law claims.
- Conducting internal investigations and preparing investigation reports related to cybersecurity incidents.
- Counseling clients in responding to federal and state government agency investigations and inquiries.
- Counseling clients on data privacy and security protocols and safeguards.
- Advising clients on statutory reporting and notification obligations.

Commercial Litigation

- Representing global franchisors in a variety of franchise-related disputes, including those involving franchise agreements, the Lanham Act, and franchise system standards violations.
- Advising business entities and individuals in breach of fiduciary duty and contract claims.

- Representing businesses and individuals in intellectual property matters.
- Defending business entities in class action products liability and consumer fraud disputes.
- Prosecuting and defending complex business disputes.

Construction and Real Estate

- Prosecuting claims on behalf of contractors for unpaid construction contract balances and change order work against private and public entities.
- Representing contractors and owners in construction lien claim matters.
- Representing contractors in prevailing wage disputes.
- Representing developers and homeowner associations in association transition litigation.
- Representing property owners in environmental litigation.
- Advising landlords and tenants in commercial lease disputes.
- Representing owners in land use litigation.

AWARDS

- *Best Lawyers in America®: Ones to Watch: Commercial Litigation (2023-2026), Litigation – Construction (2023-2026)*

TOP AREAS OF FOCUS

- Privacy + Cyber

ALL AREAS OF FOCUS

- Business Litigation
- Construction Litigation
- Litigation + Trial
- Privacy + Cyber

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, New Jersey State Bar Association
- Member, New York State Bar Association

EDUCATION AND CERTIFICATIONS

EDUCATION

- Villanova University Charles Widger School of Law, J.D., 2014, editor-in-chief, *Jeffery S. Moorad Sports Law Journal*; Most Outstanding Staff Writer 2012-2013
- Villanova University, B.S., *cum laude*, 2011, mathematics and mathematical sciences

BAR ADMISSIONS

- New York
- New Jersey

COURT ADMISSIONS

- U.S. District Court, District of New Jersey
- U.S. District Court, Eastern District of New York
- U.S. District Court, Southern District of New York

CLERKSHIPS

- Hon. Jamie S. Perri, New Jersey State Superior Court, Monmouth Vicinage (Monmouth, NJ)
- Hon. William F. Mastro, New York State Supreme Court, Appellate Division, Second Department

SPEAKING ENGAGEMENTS

- Speaker, "A Young Lawyer's Guide to Initial Case Evaluation and Client Communication," DRI's Young Lawyers Webinar, March 27, 2024.

PUBLICATIONS

- Co-author, "[Financial Services Industry 2025 Digital Assets Year in Review](#)," *Troutman Pepper Locke*, February 5, 2026.
- Co-author, "[New Jersey's Data Deletion Law: Implications for Resold or Re-leased Vehicles](#)," *Regulatory Oversight*, August 7, 2025.
- Co-author, "[Navigating Change: First 100 Days Under the Trump Administration](#)," *2025 Digital Asset Developments*, May 28, 2025.
- Co-author, "[The 2021 Year in Review and What to Expect in Data Security in 2022](#)," *DATAVERSITY*, December 29, 2021.