



Maggie Ivey

Senior Media Specialist

Maggie Ivey is a senior media specialist for Epiq and Epiq Legal Noticing. Maggie has designed and implemented many large, high-profile legal notice programs for class actions and regulatory matters, which include consumer fraud, antitrust, telecommunications, securities, banking, insurance, and bankruptcies. She specializes in U.S., U.K., and Canadian cases.

Professional Experience

Maggie has been providing legal notice solutions since 2003. She has used her extensive knowledge of syndicated research to develop defensible, opinion-based notice plans to effectively reach class members both nationwide and around the globe.

Maggie has been instrumental with incorporating new media and social media into court-approved notice programs. Specifically, she was one of the first media planners to incorporate mobile advertising into legal notice programs. As collective proceeding orders in the U.K. are becoming more prevalent, she has quickly gained an extensive knowledge of the market and best practices for notice there. She has worked on an array of cases including:

- In re Air Cargo Shipping Services Antitrust Litigation, MDL 1775
- In re Initial Public Offering Securities Litigation
- In re Reebok Easytone Litigation
- In re Pre-Filled Propane Tank Marketing and Sales Practices Litigation, MDL 2086
- Careathers v. Red Bull North America, Inc. and Wolf, et al. v. Red Bull GmbH, et al.
- Schlesinger, et al. v. Ticketmaster
- In re Prograf Antitrust Litigation, MDL 2224
- Emmett v. Apotex, Inc., et al., S.C.B.C. No. VLC S-189280, British Columbia Supreme Court (Canada)

CONTACT INFORMATION

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OUT OF CURIOSITY



TV show you wish was still in production?
"This is Us."



Coffee or tea?
Both.



Snow or sand?
Sand.



- Proposed Collective Proceedings for Nikki Stopford v. (1) Alphabet, Inc., (2) Google, LLC, (3) Google Ireland Limited, (4) Google UK Limited (United Kingdom)
- Proposed Collective Proceedings for Elizabeth Coll v. (1) Alphabet, Inc., (2) Google, LLC, (3) Google Ireland Limited, (4) Google Commerce Limited, (5) Google Payment Limited (United Kingdom)

Prior Experience

Prior to joining Epiq, Maggie was a media planner for a large advertising agency outside of Washington, D.C. There, she planned and implemented traditional and online media buys for national and regional clients such as Choice Hotels International, PNC Bank, Sallie Mae, CORT Furniture, Children's National Medical Center, and Colonial Williamsburg. She assisted in allocating budgets for billing of over \$25 million in advertising.

Education

Maggie holds a Bachelor of Business Administration in marketing and advertising from James Madison University, where she graduated magna cum laude.

Publications

Maggie has co-authored the following articles regarding legal notice:

- "Tackling Digital Class Notice with Rule 23 Changes." Law 360, August 2018.
- "Rule 23 Changes: How Electronic Notice Can Save Money." Law 360, May 2018.
- "Legal Notice: R U Ready 2 Adapt?" BNA Class Action Litigation Report, Vol 10, No. 14, pp. 702-703, July 24, 2009.