



## → Alyssa Sones

### Associate

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Alyssa Sones is an associate in the Business Trial Practice Group. She is the Lead Associate of Sheppard Mullin's Retail, Fashion & Beauty Industry Team and serves as an Editor for its Retail Trend Spotter blog. Alyssa is also an active member of the firm's Privacy and Cybersecurity Team and a Certified Information Privacy Professional (CIPP/US).

### Areas of Practice

Alyssa excels at helping businesses resolve disputes with consumers. She is dedicated to guiding clients through thorny state, federal and international laws.

Many of the largest global brands trust Alyssa to skillfully litigate cases involving consumer protection, privacy and cyber security, data breach, false advertising, product pricing, and environmental, social and governance issues. She negotiates clients through various other complex commercial litigation matters including shareholder actions, breach of contract, employment and licensing litigation.

Alyssa has a breadth of experience managing the litigation process from individual arbitrations to nationwide class actions, and from early demands to appeals. Alyssa has experience drafting critical litigation documents from basic pleadings to high-stakes summary judgment motions and complex settlement agreements. Alyssa is also an excellent oral advocate with experience negotiating settlement agreements for a fraction of an opponent's demand, deposing key witnesses and successfully arguing dispositive motions.

In addition to her active litigation practice, Alyssa frequently writes and speaks on various topics including consumer contracts, ESG, civil procedure, advertising and privacy law.

### Articles

- Eye on Privacy: 2023 Year in Review  
01.26.2024
- Wave Of Online Marketplace Laws May Confuse Compliance  
*Law360*, 03.09.2023
- Eye on Privacy 2021 Year in Review  
01.11.2022
- Surviving a Pandemic: Dust off the Force Majeure Clause  
*Daily Journal*, 03.19.2020

## Eye on Privacy Blog Posts

- "California AG Turns on CCPA Investigation of Streaming Services," February 2, 2024
- "California Regulator Drives Inquiry into Vehicle Data," August 15, 2023
- "Illinois High Court Allows Biometric Privacy Claims to Go Back Five Years," February 10, 2023
- "California Governor Pulls the Plug on Genetic Information Privacy Act," October 20, 2020
- "French Regulator Says "Oui" to GDPR Fines for Under-Protected and Over-Retained Data," July 29, 2019
- "Washington State's Comprehensive Privacy Law Bill Continues to Navigate Through State Legislature," April 27, 2019
- "UK Issues Fine for Unsolicited Funeral Marketing Emails," October 26, 2018
- "FTC Expresses Concerns Over Mobile Security Updates," May 17, 2018

## Retail Law Blog Posts

- "Online Marketplaces: It's Time to Track, Verify and Disclose Seller Info," January 23, 2023
- "Colorado's Retail Delivery Fee," August 8, 2022
- "New York Fashion Sustainability Act: Now In Committee," April 28, 2022
- "FTC Signals Plan to Enforce Civil Penalties for Deceptive Endorsements," November 4, 2021
- "Maryland Breaks Ground with Digital Advertising Tax," March 17, 2021
- "Highlighting Initiatives Fighting Racial Inequity: Glossier Supports Entrepreneurs and Sheppard Mullin Trains Police Departments," June 19, 2020

## Corporate and Securities Law Blog Posts

- "Delaware Chancery Court Strictly Construes Appraisal Statute to Deny Stockholders Appraisal Rights in a Reverse Triangular Merger," July 20, 2018
- "United States Supreme Court Holds that Foreign Corporations May Not Be Held Liable Under the Alien Tort Statute," May 1, 2018

## Class Action Defense Strategy Blog Posts

- "The Tides are Turning on a Wave of California Privacy Litigation," March 8, 2023

## Speaking Engagements

"eDiscovery Case Law Update," Women in eDiscovery Los Angeles, January 2024

"How to Be a Global Company in a World of Inconsistent Legal Restrictions," RILA Retail Law Conference, October 2022

"Privacy in the Wake, and Legislative Awakening: A Roundtable Discussion on the Data Privacy Implications of *Dobbs*," Women in Healthcare Leadership Collaborative, July 2022

“eDiscovery and Data Privacy Laws,” Women in eDiscovery Conference, May 2022

“eDiscovery Case Law Update,” Women in eDiscovery Los Angeles, February 2022

“Hot Topics in Advertising – Pricing and Environmental Claims” Retail Industry Webinar, April 2021

“Product Labeling & Advertising Claims Check-Up,” Retail Industry Webinar, October 2020

## Events

Web Tracking Wonders: Navigating Laws in the Interactive Media Maze  
Webinar, 05.15.2024

Game Theory and Other Strategies To Combat Asymmetrical Litigation Tactics  
RILA Retail Law Conference, October 25-27  
Atlanta, GA, 10.26.2023

Retail Law Conference  
Game Theory and Other Strategies To Combat Asymmetrical Litigation Tactics  
10.26.2023

Today's Privacy, Data Breach, and AI Litigation Landscape  
08.19.2023

RILA Retail Law Conference - How to Be a Global Company in a World of Inconsistent Legal Restrictions  
10.14.2022

WHLC Dobbs Series Part 2  
Privacy in the Wake, and a Legislative Awakening.  
Webinar, 07.26.2022

## Podcasts & Webinars

WHLC Dobbs Series, Part 2: Privacy in the Wake, and a Legislative Awakening  
07.26.2022

Hot Topics in Advertising – Pricing and Environmental Claims  
04.28.2021

Product Labeling & Advertising Claims Check-Up Webinar  
10.14.2020

## Practices

Litigation

Privacy and Cybersecurity

Advertising

Intellectual Property

False Advertising, Lanham Act and Unfair Competition

ESG and Sustainability

## Industries

Advertising

Food and Beverage

Retail, Fashion & Beauty

Artificial Intelligence

ESG and Sustainability

Healthcare

## Education

J.D., University of California, Los Angeles, 2017

B.A., University of Washington, 2013

## Clerkships

Extern to the Honorable Margaret M. Morrow, Central District of California

## Admissions

California

Central District of California; Northern District of California; Southern District of California