



→ Pouneh Almasi

Associate

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Pouneh Almasi is an associate in the Finance and Bankruptcy Practice Group in the firm's San Francisco office and a member of the Blockchain & Fintech team.

Areas of Practice

Pouneh's practice focuses on advising banks and fintech companies providing financial products and services, including counsel on regulatory matters. She also represents banks and nonbank lenders in asset-based lending transactions.

She holds a Blockchain and the Law Professional certification from the Blockchain Council.

Articles

- Ownership Issues in Crypto Cases
American Bankruptcy Institute, 04.03.2023
- Supreme Court Scraps LinkedIn Data-Scraping Decision
Bloomberg Law, 07.06.2021

Consumer Finance and Fintech Blog Posts

- "FTC Reports Rise in "Dark Pattern" Tactics in Consumer Markets," September 23, 2022
- "2021 CFPB Annual Report Shows Increase in Home Purchase Loans, Decrease in Refinancing," September 23, 2022
- "Eleventh Circuit Dismisses Debt Collection Letter Case For Lack of Standing," September 15, 2022
- "California Regulator Proposes Changes to Student Loan Servicing Laws," September, 15, 2022
- "FTC Targets Credit Services Company For False "Pre-Approved" Credit Offers," September 9, 2022
- "New York Proposes Cybersecurity Rules for Financial Institutions," August 26, 2022
- "CFPB Targets FinTech for Faulty Automated Savings Algorithm," August 18, 2022
- "Regulators Remind Auto Industry of Servicemember Protections," August 11, 2022

- "CFPB, DOJ Propose \$22 Million Penalty Against Nonbank Mortgage Lender for Illegal Redlining," August 5, 2022
- "DFPI Second Rulemaking Proposal on Debt Collection Licensing," July 28, 2022
- "CFPB Advisory Opinion: Pay-to-Pay, "Convenience" Fees Prohibited by FDCPA," July 14, 2022
- "FTC Targets Junk Fees, Bait-and-Switch Advertising by Auto Dealers," July 7, 2022
- "CFPB Aims to Simplify Rules and Guidance," June 27, 2022
- "CFPB Blogs About Need for Standardized Credit Reporting," June 27, 2022
- "CFPB Targets Student Loan Debt Relief Scam Reboot," June 15, 2022
- "CFPB Announces Opening of New Office of Competition and Innovation," June 7, 2022
- "Connecticut Stops FinTech from Unlicensed Lending Activities," June 7, 2022
- "OCC Acting Comptroller: Recent Crypto Events Provide a "Wake-Up Call," "Opportunity to Reset and Recalibrate"," May 31, 2022
- "CFPB, NY Reach \$4M Settlement with Debt Collection Operation," May 31, 2022
- "CFPB Report on Mortgage Servicers Examines Industry Responses After Pandemic Protections End," May 20, 2022
- "No Relief in Sight: CFPB and FTC Continue to Take Action Against Debt Settlement Companies," May 13, 2022
- "SEC Proposed Amendments Could Significantly Impact DeFi Companies," February 17, 2022
- "CFPB to Examine College Lending Practices," January 26, 2022

Global Trade Law Blog

- "Crypto and Russia Sanctions: A Primer and Survival Guide For Crypto Companies," March 17, 2022

Legal Issues with Blockchain and Cryptocurrency

- "Securities and Exchange Commission V. LBRY; Is Your Crypto Project Illegal?," May 31, 2022

Practices

Copyrights

False Advertising, Lanham Act and Unfair Competition

Intellectual Property

Trademarks and Trade Dress

Industries

Blockchain

Blockchain and Fintech

Esports & Games

Fintech

Education

J.D., University of California, Hastings, 2020, *CALI Award for Excellence, Witkin Award for Academic Excellence*

B.A., University of California, Berkeley, 2012

Clerkships

Judicial Extern to the Honorable Jacqueline Scott Corley, United States District Court for the Northern District of California.

Admissions

California

Languages

Farsi (Persian)