

Counsel, Los Angeles

Litigation



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Education

J.D., UCLA School Of Law, 2015
(Order of the Coif; Senior Editor, *UCLA Law Review*; Supreme Court Clinic;
Michael T. Masin Scholar)

B.S., The Pennsylvania State University,
2012 (*summa cum laude*)

Bar Admissions

California

Experience

Law Clerk, Hon. Carlos T. Bea, U.S.
Court of Appeals for the Ninth Circuit
(2015-16)

Adam K. Lloyd develops and implements creative and bespoke strategies to achieve his clients' goals in civil litigation trials and appeals in federal and state courts. Mr. Lloyd's experience includes presenting oral argument before the U.S. Court of Appeals for the Ninth Circuit and cross-examining witnesses at trial, as well as representing clients in intellectual property litigation, complex business-to-business disputes, antitrust matters and consumer class actions. In recognition of his work, Mr. Lloyd was named one of *Best Lawyers' 2024 Ones To Watch in America*.

Mr. Lloyd's representative matters include:

- Boardriders, Inc., Oaktree Capital Group, LLC and Brookfield Asset Management Inc. in obtaining complete dismissal of trademark, antitrust and unfair competition claims that sought \$1 billion in damages, all profits since 2016 and injunctive relief
- Christie's, Inc. in a Ninth Circuit appeal that affirmed the dismissal of a putative class action secured by convincing the court to hold that the California Resale Royalties Act was preempted by the federal Copyright Act of 1976
- Head USA, Inc. in obtaining dismissal of claims brought by Bode Miller and Bomber, LLC, which sought to invalidate Head's sponsorship agreements with high-profile athletes on the grounds that the agreements unfairly restrained trade
- Tower Semiconductor Ltd. and its affiliates in defending against an action seeking to prematurely terminate its commercial lease
- Waldencast plc in obtaining dismissal of California tort claims arising from a dispute over cosmetics distribution rights in Vietnam
- Snap Inc. and its executives in providing general litigation advice and obtaining a successful outcome in arbitration against wrongful termination and whistleblower claims seeking at least \$10 million
- Twenty-First Century Fox, Inc. in the defense against \$360 million in claims by the litigation trustee for Core Media, Inc.
- a variety of entities in the entertainment sector in providing general litigation advice
- an international cosmetics company in the defense against multiple putative nationwide consumer class actions regarding alleged labeling misrepresentations
- a high-end vehicle restoration company in a potential intellectual property and antitrust dispute with a well-known automobile manufacturer
- a leading beverage company regarding class action risk assessments of its marketing campaigns
- an action sports and lifestyle company in a breach of contract action brought by a vendor
- a trade association and *pro bono* clients in an *amicus* briefing and successful petitions for *certiorari*, respectively, before the Supreme Court

Selected Publications

"Congress Needs to Enact a Federal Anti-SLAPP Statute," *Law360*, June 2, 2023

"Ensure Arbitration Provisions Leave the Nest in the Ninth Circuit" *Daily Journal*, March 21, 2023