



## Amy R. Lucas

Partner

Century City  
D: +1-310-246-6784  
alucas@omm.com

Amy Lucas is an accomplished litigator and trial lawyer who has guided clients to victories in high-profile, high-stakes matters. Her adept skills—during and after trial, in discovery, and before litigation—have yielded success on complex cases at all levels. She regularly counsels clients on contract and intellectual property disputes, mass tort and product liability cases, business torts, and class actions.

Amy has represented a diverse range of clients, including some of the most influential companies in the world. Her dedication and diligence have produced headline-making results for clients—and in some cases, kept clients out of the headlines. Her knowledge runs deep across industries, including the pharmaceutical, finance, technology, entertainment, automotive, and new media sectors.

In addition to her regular practice, Amy devotes significant time to pro bono matters, and has represented clients in criminal trials, civil litigation, and administrative hearings, including in federal and state courts of appeals and the US Supreme Court.

### Experience

- Representing pharmaceutical company in federal multi-district litigation and nationwide state actions asserting claims for, inter alia, public nuisance and RICO violations
- Representing major studio in confidential arbitration alleging vertical integration and contract claims

### Admissions

*Bar Admissions*  
California

*Court Admissions*  
US Supreme Court  
US Court of Appeals, Second and Ninth Circuits  
US District Court, Central and Northern Districts of California

### Education

University of California at Los Angeles, J.D., 2008: Order of the Coif  
Northwestern University, B.S., Communications, 2003: *magna cum laude*

- Representing pharmaceutical company in ongoing Judicial Council Coordinated Proceedings alleging product liability claims; Amy's team obtained full defense jury verdict in first California trial
- Representing leading online retailer in trademark and intellectual property dispute with athletic-apparel manufacturer
- Defended bank and investment brokerage in lawsuit brought by NFL player alleging fraud, RICO violations, conspiracy, and other torts arising out of third party's embezzlement from brokerage and bank accounts
- Represented electric car manufacturer in various forums across the country in actions challenging constitutionality of state prohibitions on direct-to-consumer sales
- Represented global technology and consumer products company in litigation and international arbitration alleging breach of contract and business torts
- Represented multinational agricultural manufacturer in worldwide antitrust class action litigation
- Represented satellite radio broadcasting company in series of copyright litigations and class actions asserting unprecedented public-performance rights in pre-1972 sound recordings
- Represented creators of multibillion-dollar video game franchises *Call of Duty* and *Modern Warfare* in complex litigation for breach of contract, wrongful termination, and fraud (*West & Zampella v. Activision*)
- Represented Hollywood Foreign Press Association in litigation, trial, and appeal concerning rights to the Golden Globe Awards show (*HFFPA v. Dick Clark Productions*)
- Defended media company in consolidated putative class action cases involving the Video Privacy Protection Act and other privacy rights, obtained summary judgment on all claims
- Represented intellectual property library management firm in trial and appeal concerning copyright co-owner's contract claims and alter-ego liability, obtained reversal on appeal
- Represented major studio in complex intellectual property and contract putative class action

## Corporate & Government Experience

- Before law school, Amy worked in corporate communications and business development at a major marketing and branding agency in Chicago
- Extern, United States Attorney's Office, Central District of California, Criminal Division

## Professional Activities

### Clerkships

- Honorable Sandra S. Ikuta, US Court of Appeals, Ninth Circuit

### Board of Governors

- Association of Business Trial Lawyers (Los Angeles Chapter)

### Author

- "Specialty License Plates: The First Amendment and the Intersection of Government Speech and Public Forum Doctrines," 55 *UCLA L. Rev.* 1976 (2008)

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### Co-Author

- “Likelihood of Confusion?—Three Areas of Uncertainty in Trademark Law,” *IP Litigator* (September/October 2010)

### Speaker

- Panelist, "Ethics in AI," UCLA's 46th Annual Entertainment Symposium (June 2022)

### Honors & Awards

- Named a Future Star by *Benchmark Litigation* (2023)
- Named to *Variety's* Legal Impact Report (2020)
- Recognized by *The Legal 500 US* for work in Media and Entertainment: Litigation (2019-2022)
- Named to the 40 & Under Hot List in General Commercial, and Media & Entertainment by *Benchmark Litigation* (2018–2022)
- Featured in *Variety's* Legal Impact Report (Up Next) (2017)
- Symposium Editor, *UCLA Law Review*