



Miri E. Gold

Associate

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☎ 310.201.2100

Practices:

Complex Business Litigation, Civil Litigation, Intellectual Property, Class Actions

Miri Gold is a highly experienced trial lawyer specializing in complex commercial disputes, fraud, false advertising, trade secrets, breach of contract, class actions, and entertainment litigation.

Ms. Gold has extensive trial experience in both state and federal court, and frequently represents Fortune 500 companies in their most hotly contested disputes. Ms. Gold secured the *Daily Journal's* Top Defense Verdict of 2022 after a two-week federal jury trial on behalf of medical apparel brand FIGS, defeating claims of false advertising, violations of California's Unfair Competition Law, and other related torts and claimed damages exceeding \$200 million. More recently, Ms. Gold secured the Top Plaintiff's Verdict of 2024 after an eight-week state court jury trial on behalf of an apparel supplier against multi-level marketing company LuLaRoe, ultimately securing a \$164 million verdict in her client's favor on claims of breach of contract, fraud, and fraudulent transfer.

Ms. Gold earned her J.D. from Georgetown University Law Center in 2017, serving as the Articles Development Editor for the *American Criminal Law Review*. She was a Fellow for Georgetown's International Women's Human Rights Clinic during law school. In this impactful role, she petitioned Uganda's Constitutional Court to challenge the unlawful and discriminatory practice of child marriage on behalf of a local women's advocacy group. Ms. Gold has also served as a law clerk for Public Counsel and a volunteer clerk at the Domestic Violence Legal Clinic.

Before joining Bird Marella in 2022, Ms. Gold was a litigation associate at Latham & Watkins LLP.

Education & Admissions

- Georgetown University Law Center, J.D., *cum laude*, *American Criminal Law Review*, 2017
- University of California, Los Angeles, B.A., *magna cum laude*, Phi Beta Kappa, 2014

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- California, 2017
 - U.S. District Court for Central District of California

Notable Matters

Trial counsel for major apparel manufacturer, securing a \$164 million verdict against multi-level marketing company LuLaRoe in a two-month jury trial involving claims of fraud, fraudulent transfer, and breach of contract arising out of the parties' \$1.8 billion business relationship.

Won complete defense verdict for FIGS in false advertising case after four years of high-profile and hard-fought litigation, a three-week federal jury trial, and less than one day of deliberations. FIGS, a publicly traded DTC company that has revolutionized the medical apparel industry, had been sued by industry leader Strategic Partners, Inc. based on alleged claims for false advertising, violations of California's Unfair Competition Law, and other related torts and claimed damages exceeding \$200 million.

Secured a complete and final dismissal of all amended counterclaims against client Word Collections, Inc., a performing rights collection agency that represents songwriters (including Metallica) and comedians (including Billy Crystal, Bill Hicks, and Jerry Seinfeld), in an antitrust action brought by subscription-based audio streaming service Pandora Media, LLC. Bird Marella obtained dismissal of all counterclaims in the case for the second time in April 2023 after securing a complete dismissal in October 2022.

Secured a complete dismissal of all claims asserted against client Compass (NYSE: COMP), a top real estate brokerage, in a federal trade secrets lawsuit brought in the Central District of California by one of its competitors. The Court granted the firm's motion to dismiss in its entirety on the first attempt.

Secured order compelling a federal putative class action against Fortune 500 company to arbitration on the basis of equitable estoppel. The arbitration provision contained a class-action waiver, a significant win for the client.

Awards & Recognitions

- Top Plaintiff's Verdict of 2024, *Daily Journal*, 2025
- Top Defense Verdict of 2022, *Daily Journal*, 2023

Publications & Speaking Engagements

- Moderator, Trial Readiness Panel, Los Angeles County Bar Association (LACBA) Litigation Section, April 2024