Becky L. Adams

Senior Counsel

badams@gibsondunn.com
T: +1 214.698.3207
Dallas



Becky Adams is Senior Counsel in Gibson, Dunn & Crutcher's Dallas office. Her practice includes a particular emphasis on marketing and consumer-protection litigation, including Lanham Act trademark, false advertising, and unfair-competition claims, as well as disputes under the Telephone Consumer Protection Act (TCPA). Drawing on her experience as a former Chief Legal Officer, Becky brings a uniquely business-minded perspective to litigation strategy and compliance counseling in advertising, telemarketing, and related communications.

Becky also handles a wide range of complex commercial disputes, including breach of contract, fraud, fiduciary-duty, restrictive-covenant, employment, and other business-tort matters. She has first- and second-chair experience in jury trials and arbitrations and has guided clients through every phase of high-stakes litigation—from pre-suit strategy and discovery through trial and appeal.

Becky has earned recognition as one of the leading emerging litigators in Texas and nationally. Benchmark Litigation has named her a Future Star for 2023 and 2024, and Lawdragon included her on its prestigious 500 X – The Next Generation list for 2023 and 2024 as well. She has been recognized by Super Lawyers as a Texas Rising Star in 2023 and 2024, and by Best Lawyers in America on its Ones to Watch list from 2021 through 2024.

Becky is also active in the Dallas legal community. Becky previously served as a director on the Board of Directors of the Dallas Women's Lawyers Association and participated in the Dallas Bar Association's WE LEAD program — a selective leadership initiative designed to empower and prepare senior women attorneys for professional and community leadership roles.

Before joining Gibson Dunn, Becky served as Chief Legal Officer of a national marketing company, where she oversaw the company's litigation portfolio, built and led the legal function, and resolved a range of commercial, employment, intellectual-property, and consumer-protection disputes. Prior to her in-house tenure, Becky was a litigation partner at nationally renowned litigation and trial boutique in Dallas.

A graduate of the United States Naval Academy, Becky served as a U.S. Navy surface warfare officer before earning her J.D. from Stanford Law School. Her military background and in-house leadership experience inform a practical, business-forward approach to litigation strategy and risk management.

Representative Matters*

- Served as first chair in a week-long arbitration on behalf of a commercial client in a contract dispute, securing a full victory on all claims and counterclaims and recovery of attorneys' fees.

Capabilities

Litigation
Class Actions
Consumer Protection
Intellectual Property
Media, Entertainment, and Technology
Trade Secrets
Trials

Credentials

Education

Stanford University - 2014 Juris Doctor
U.S. Naval Academy - 2007 Bachelor of Science

Admissions

California Bar
Texas Bar

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- Defended McNeil Consultants against trademark-infringement and unfair-competition claims brought by Jim Adler. Obtained partial summary judgment dismissing multiple claims—including trademark dilution, misappropriation, and tortious-interference—and limiting available remedies. The case was resolved shortly before trial under confidential terms.
- Defended client in a federal trademark-infringement and unfair-competition action in Texas federal court, obtaining a favorable resolution for the client.
- Defended a marketing company in breach-of-contract litigation in California, securing dismissal of one claim at the pleading stage and a favorable resolution.
- Led the defense of a large marketing company in a putative Telephone Consumer Protection Act (TCPA) class action in California federal court, securing voluntary dismissal of all claims with prejudice after asserting counterclaims for fraud and nondisclosure.
- Spearheaded the defense of a large marketing company in a putative TCPA class action in Texas federal court, obtaining dismissal with prejudice of multiple claims on motion to dismiss and voluntary non-suit of remaining claims.
- Architected the defense of a marketing company against Telephone Consumer Protection Act (TCPA) and related claims in federal court in Texas. Secured a settlement in which the plaintiff agreed to entry of a judgment of no liability, dismissal of all claims with prejudice, and no payment.
- Led the defense of a telemarketing company against Telephone Consumer Protection Act (TCPA) claims in federal court in Florida, obtaining favorable resolution of all TCPA claims.
- Defended large client in employment litigation in Oklahoma federal court and secured favorable resolution of breach-of-contract and wage-related claims brought by a former employee.
- Defended client in breach-of-contract litigation in Oklahoma state court and obtained favorable resolution for the client.
- Defended a large employer in Oklahoma federal court against breach-of-contract and FLSA claims brought by a former employee; secured favorable resolution of all claims.
- Defended large employer against breach-of-contract claims by a former employee in Oklahoma state court; secured favorable resolution of the matter.
- Successfully obtained summary judgment for FM Global in federal court in Texas against Cinemark USA’s $1 billion claim for COVID-19-related property damage, dismissing all claims with prejudice.
- First-chaired a six-day jury trial defending a steel-structure design company against multi-million-dollar personal-injury claims, cross-examining the plaintiff and negotiating a favorable post-verdict settlement while the case was on appeal.
- Represented Mary Kay, Inc. in federal court in Dallas in copyright-infringement, false-endorsement and fiduciary-duty claims against a former employee; defeated summary judgment and secured a settlement requiring removal of the infringing book from circulation and destruction of remaining copies.
- Key member of a trial team that represented an online travel-agency in a major antitrust case brought against eight national hotel chains in Texas federal court; architected the strategy for defending against numerous counterclaims including trademark infringement and dilution, oversaw depositions of 20+ witnesses and directed expert discovery in the matter, which was resolved by a mid-eight-figure settlement.
- Defended a dental-implant company against a competitor’s pre-suit discovery petition seeking broad trade-secret depositions; drafted and argued briefs resulting in summary denial of the petition and motion for reconsideration.
- Represented a prominent Dallas law firm in trademark and unfair-competition

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litigation relating to keyword advertising and online marketing; managed discovery, expert work and witness preparation to secure a favorable result.

- Defended a wireless technology company in Texas federal court against patent-infringement claims involving mobile-device-repair processes; secured intra-district transfer to defeat forum-shopping and obtained dismissal after transfer.
- Obtained a temporary restraining order for a title-insurance agency against a former senior executive for breach of fiduciary duties; halted misconduct decisively and negotiated a favorable resolution.
- Represented a wealth-management firm in trade-secret and employment litigation against former advisors who launched a competing business in violation of non-compete agreements; negotiated a favorable settlement.
- Secured agreed dismissal of all claims, including fraud, conspiracy and RICO violations, on behalf of a large national law firm and affiliated clients in federal lawsuit.
- Negotiated a global resolution of three interrelated cases for a national merchandising company in Virginia involving tortious interference, breach of contract and wage-dispute claims.
- Represented IBM in a trade-secret case brought by a former employee; played critical role in taking key depositions and dispositive motion practice including summary-judgment briefing.

*Matters handled prior to joining Gibson Dunn.

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