

Erin Marie Choi

Of Counsel

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Dallas



Erin Choi is a dedicated trial lawyer in the Dallas office of Gibson, Dunn & Crutcher LLP and a key member of the firm's Technology Litigation, Class Actions, and Trials practice groups. Erin routinely represents leading technology and consumer companies in high-stakes, complex commercial and data-intensive litigation, including putative class actions, multi-district litigation (MDLs), and bench and jury trials. She excels at guiding clients through every phase of a case—from pre-trial strategy through appeal—combining sharp technical and business insight with persuasive courtroom advocacy.

Representative Matters

- Representing leading social media company in class action involving claims of discrimination and algorithmic bias.
- Representing leading social media company in class actions and arbitrations involving claims under the Wiretap Act, CIPA, VPPA, and state biometric statutes.
- Trial counsel for leading social media company in a \$300 billion lawsuit brought by the Texas Attorney General, alleging violations of Texas privacy laws through the capture and use of biometric data without informed consent.
- Represented major technology company in hundreds of coordinated lawsuits stemming from a mass-casualty event at a large-scale entertainment festival.*
- Trial counsel for a national retailer in Chapter 11 proceedings, defeating more than \$1 billion in asserted surcharge claims. Victory affirmed on appeal by the U.S. Court of Appeals and cert denied by the U.S. Supreme Court.*
- Trial counsel for multiple energy, communications, and infrastructure companies in contested confirmation and asset sale hearings involving billions of dollars in debt, including disputes over plan support agreements, strategic investments, and environmental liabilities.*
- Secured favorable settlement for pharmacy benefit manager on the eve of the final hearing in a breach of contract arbitration.*
- Secured summary judgment and favorable settlement for energy client in arbitrations involving claims of breach of contract and delays in project execution.*
- Represented software company in litigation filed by a competitor involving trade secret misappropriation and breach of contract claims.*
- Represented retailer in a wrongful termination lawsuit filed by a former executive, asserting counterclaims for trade secret misappropriation, breach of fiduciary duty, and conversion.*
- Secured TRO and preliminary injunction against a former employee on behalf of a national retailer in a non-compete dispute.*
- Trial counsel for technology companies in patent and licensing disputes in federal

Capabilities

Litigation
Artificial Intelligence
Class Actions
Consumer Protection
Privacy, Cybersecurity, and Data Innovation
Technology Litigation
Trials

Credentials

Education

Wake Forest University - 2011 Juris Doctor
Wake Forest University - 2008 Bachelor of Science

Admissions

Texas Bar

court, arbitration, and before the ITC, including high-stakes proceedings involving consumer electronics, software, and hardware platforms.*

- Briefed and argued appeals before the Second, Fourth, Seventh, and Eleventh Circuits.*
- Argued and won asylum for a persecuted former judge from the Democratic Republic of Congo in immigration court and has authored amicus and certiorari briefs in landmark U.S. Supreme Court cases involving youth sentencing and ineffective assistance of counsel.

Erin earned her JD from Wake Forest University School of Law, where she was admitted to the Order of the Barristers. Prior to law school, Erin earned a B.S. in biology from Wake Forest University. Erin is admitted to practice in the state of Texas.

Recognition & Leadership

- Named a *Texas Rising Star* by Super Lawyers annually since 2017.
- Named a *Best Lawyers: Ones to Watch* honoree since 2021.
- Speaker and author on emerging issues in technology, AI, and class action litigation.
- Active in the Dallas legal community and pro bono work:
 - Serve on the Dallas Women Lawyers Association's board.
 - Received Angel of Freedom Award from HRI for pro bono human rights work.

**Matters handled prior to Gibson Dunn.*

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