Timothy W. Loose

Partner

tloose@gibsondunn.com

T: +1 213.229.7746

Los Angeles



Tim Loose is a partner in the Los Angeles office of Gibson, Dunn & Crutcher. He is the co-chair of the firm's Consumer Products and Retail Group, and sits on the steering committee of the firm's Class Actions Practice Group. He has served key roles in several of the firm's most high-profile matters, and is a trusted adviser to companies in the consumer product, automotive, technology, healthcare, and food and beverage industries.

Tim has been recognized by *Law360* as a "Rising Star" in Class Actions, and also as a "Rising Star" in Cybersecurity & Privacy. He was named to *Global Data Review's* "40 Under 40" list, as one of "the 40 individuals who represent the best and the brightest of the data law bar around the world."

Tim has decades of experience helping his clients navigate through complex class action litigation, often defeating those matters at early stages of the litigation, well before a class is certified. In those instances where there have been certified classes, he has succeeded in obtaining decertification, and when necessary, he has successfully defended his clients all the way through trial.

Representative Matters Include:

Motions to Dismiss—

- Obtained dismissal with prejudice of class action alleging false advertising of household name brand personal care products. *Rosenwald v. Kimberly-Clark* (N.D. Cal., 9th Cir. 2026).
- Won dismissal with prejudice of claims brought under California law against major technology company regarding casino-themed video games. *Wilkinson v. Meta* (N.D. Cal. 2026).
- Secured dismissal, and appellate affirmance, of claims challenging "plant-based" advertising on household name brand baby wipes. *Whiteside v. Kimberly-Clark* (C.D. Cal., 9th Cir. 2024).
- Obtained dismissal with prejudice of unfair competition and tort claims asserted against multinational Internet company. *Xianhua v. Yahoo!* (N.D. Cal. 2022).
- Obtained dismissal with prejudice of false advertising claims brought against major university. *Tamboura and Riffel v. USC* (N.D. Cal. 2021).
- Obtained dismissal at the pleading stage of false advertising case brought against major manufacturer of baby care products. *Morales v. Kimberly-Clark* (S.D.N.Y. 2020).
- Obtained dismissal with prejudice of alleged mislabeling and false advertising claims against manufacturer of carbonated soft drinks. *Maxwell v. PepsiCo* (N.D. Cal. 2018).

Capabilities

Class Actions
Consumer Products and Retail
Consumer Protection
Environmental
Litigation
Mass Torts and Product Liability
Privacy, Cybersecurity, and Data Innovation
Tech and Innovation
Technology Litigation

Credentials

Education

University of California - Los Angeles - 2005 Juris Doctor

University of California - Berkeley - 2002 Bachelor of Arts

Admissions

California Bar

Clerkships

USDC, Central District of California, Hon. Ronald S.W. Lew, 2005 - 2006

2026 Gibson, Dunn & Crutcher LLP. All rights reserved.
For other information, please visit us at **www.gibsondunn.com**

GIBSON DUNN

- Secured the dismissal, with prejudice, of consolidated putative nationwide class action lawsuits brought by dozens of plaintiffs alleging fraud and concealment claims under numerous consumer protection and warranty laws, and successfully defended the dismissal on appeal. *Williams v. Yamaha Motor Co*. 851 F.3d 1015 (9th Cir. 2017).
- Obtained dismissal on the pleadings of action challenging the legality of fantasy sports in Massachusetts and seeking over $1 billion in damages. *Patriots for Legal Equality v. DraftKings, Inc*. (Suffolk County (Mass.) Super. Ct. 2016).
- Secured dismissal of putative nationwide class action lawsuit involving multiple models of automobiles and asserting claims sounding in consumer protection, warranty, and invasion of privacy. *Cahen v. Toyota Motor Corp*., 147 F. Supp. 3d 955 (N.D. Cal. Nov. 25, 2015), aff'd (9th Cir. Dec. 21, 2017).
- Successfully defended a national e-commerce client against a putative class action lawsuit in the California Supreme Court, which dismissed the case and held that the Song-Beverly Credit Card Act does not apply to online purchases of electronically downloadable products. (56 Cal. 4th 128 (2013).)
- Secured the dismissal of putative class action lawsuit asserting claims of fraudulent concealment, and successfully defended the dismissal on appeal. *Wilson v. Hewlett-Packard Co*., 668 F.3d 1136 (9th Cir. 2012).

Summary Judgment—

- Obtained summary judgment in class action alleging text messages were sent without obtaining sufficient consent under the Telephone Consumer Protection Act. *Van Elzen v. American Home Shield* (E.D. Wis. 2026).
- Secured summary judgment against lead plaintiff in false advertising class action against major manufacturer of nutritional drinks. *Horti v. Nestle* (N.D. Cal. 2025).
- Obtained summary judgment and appellate affirmance of unfair competition claim involving pricing of motorcycles. *Baker v. Yamaha* (Cal. Ct. App. 2021).
- Obtained summary judgment for automotive client facing hundreds of millions of dollars in alleged liabilities, in lawsuit arising under the Telephone Consumer Protection Act (TCPA). *Edelsberg v. Vroom, Inc*. (S.D. Fla. 2018).

Class Decertification—

- Succeeded in decertifying "wrong number" class in class action alleging violation of do-not-call statutes. *Samson v. United Healthcare* (W.D. Wa. 2025).
- Obtained order decertifying Telephone Consumer Protection Act (TCPA) class action against major technology company. *Johnson v. Yahoo!* (N.D. Ill. 2018).
- Obtained summary judgment for client on loss of consortium claims being asserted in wrongful death action brought in New Mexico state court.

Trial—

- Successfully persuaded the Los Angeles Superior Court, on post-trial motions, to vacate a record-breaking wrongful death judgment in excess of $178 million following a six-week jury trial.
- Retained by product manufacturer to handle federal Lanham Act retrial and secured the exclusion of all damages evidence on the eve of the retrial, resulting in a complete win for our client on all of plaintiff's claims, and successfully defended the matter on appeal to the Ninth Circuit.
- Secured favorable jury verdict resulting in no award of compensatory damages in a complex fraud and civil conspiracy action brought by the California Insurance Commissioner, a case in which plaintiff sought an award of $4.3 billion. *Poizner v. Altus Fin*., S.A., No. 99-2829 (C.D. Cal. 2012).

Timothy W. Loose
Partner

tloose@gibsondunn.com

T: +1 213.229.7746

Los Angeles

2026 Gibson, Dunn & Crutcher LLP. All rights reserved.
For other information, please visit us at **www.gibsondunn.com**

- Successfully argued before the Fourth Circuit Court of Appeals and obtained reversal of an adverse administrative agency trial decision. Turkson v. Holder, 667 F.3d 523 (4th Cir. 2012).

Prior to joining the firm, Mr. Loose served as a law clerk to the Honorable Ronald S.W. Lew in the United States District Court for the Central District of California. Mr. Loose received his law degree from the UCLA School of Law in 2005, where he graduated as a member of the Order of the Coif and served as a member of the Journal of International Law and Foreign Affairs. In 2002, he graduated *magna cum laude* from the University of California at Berkeley, where he received a Bachelor of Arts Degree with a double major in Rhetoric and Political Science.

Mr. Loose is admitted to practice before all California State Courts, the Ninth Circuit Court of Appeals, the Fourth Circuit Court of Appeals, and the Northern, Eastern, Southern, and Central Districts of California.

Timothy W. Loose
Partner

tloose@gibsondunn.com

T: +1 213.229.7746

Los Angeles

2026 Gibson, Dunn & Crutcher LLP. All rights reserved.
For other information, please visit us at **www.gibsondunn.com**

GIBSON DUNN