

Brooke Myers Wallace

Of Counsel

bwallace@gibsondunn.com

T: +1 213.229.7074

Los Angeles

Brooke Myers Wallace is Of Counsel in the Los Angeles office of Gibson Dunn and a member of the Litigation and Intellectual Property Departments. She is a technology litigator who takes on the cases that turn on the technology itself — disputes that can't be resolved without understanding how a product, system, or data practice actually works. Her recent focus is advertising technology and data privacy.

Brooke advises confidential clients on the privacy and data-protection issues raised by their advertising and marketing technology — tracking technologies, data collection and sharing practices, consent mechanisms, and the gap between a company's public privacy representations and what its technology stack actually does. She conducts tracker audits and data-mapping reviews, counsels on disclosure and consent frameworks, and represents clients in privacy-related government inquiries and enforcement matters, including a negotiated consent judgment with the Federal Trade Commission on behalf of a confidential client.

The same instinct runs through her broader litigation practice, which spans patent, copyright, and trademark infringement; trade secret misappropriation; consumer fraud; and product liability. She is currently part of a Gibson Dunn team representing a leading technology company and its founder in high-profile litigation arising out of a major open-source software ecosystem and involving antitrust and trademark claims that turn on the underlying technology. Her trial results include a \$7.9 million jury verdict and a \$3.6 million directed verdict against Monster, LLC on behalf of Beats Electronics in California state court; a two-week jury trial in the Central District of California for a medical device company; and a first-chair bench trial in which she obtained a permanent restraining order for a pro bono client. In patent litigation, she has won damages rulings as a matter of first impression — persuading the first court in the country to extend Federal Circuit precedent to exclude an economic model used to value a patent, reducing her client's exposure by 80% (\$335 million), and convincing a Northern District of California court, in only the second such ruling nationwide, to exclude a survey-based patent valuation, cutting exposure by \$62 million.

Brooke is a frequent author and speaker on intellectual property, e-discovery, and data privacy, and a regular contributor to the firm's client alerts in those areas.

Brooke earned her law degree in 2008 from Loyola Law School, where she graduated magna cum laude and Order of the Coif and served as an Editor of the Loyola of Los Angeles Law Review. She received a Bachelor of Arts in Environmental Studies from Brown University in 2002.

She is admitted to practice in the State of California, and before the Federal Circuit, the Central and Northern Districts of California, and the Eastern District of Texas.



Capabilities

Litigation
Consumer Protection
Intellectual Property
Media, Entertainment, and Technology
Tech and Innovation
Technology Litigation

Credentials

Education

Loyola Marymount University - 2008 Juris Doctor
Brown University - 2002 Bachelor of Arts

Admissions

California Bar