



# OCLBA

Orange County Lavender Bar Association

## ANNUAL MEETING OF MEMBERS

WEDNESDAY, JULY 16, 2025

5:15 P.M.

### BALLOT

#### Election of Directors

At the 2025 Annual Meeting of Members of the Orange County Lavender Bar Association (OCLBA), 13 directors are to be elected to hold office until the 2026 Annual Meeting or until their successors have been elected and qualified. The 13 nominees for election at the 2025 Annual Meeting are listed below. All nominees are currently OCLBA directors. The Board of Directors recommends the election of the 13 nominees.

Please vote for 13 nominees:

- |   |   |
|---|---|
| <input type="checkbox"/> Roman Darmer           | <input type="checkbox"/> Michael Olsen    |
| <input type="checkbox"/> Eemaan Jalili          | <input type="checkbox"/> Heidi Plummer    |
| <input type="checkbox"/> Casey Johnson          | <input type="checkbox"/> Gary Polston     |
| <input type="checkbox"/> Giorgios Kefallinos    | <input type="checkbox"/> Matthew Troncali |
| <input type="checkbox"/> Faraz Mohammadi        | <input type="checkbox"/> Jennafer Tryck   |
| <input type="checkbox"/> Sarah Mohammadi        | <input type="checkbox"/> Jeff Van Hoosear |
| <input type="checkbox"/> Bijan Mohseni-Calderón |   |

MEMBER NAME: \_\_\_\_\_

MEMBER SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

## Contact

bijan.mohseni.esq@gmail.com

[www.linkedin.com/in/bijanmohseni](http://www.linkedin.com/in/bijanmohseni)  
(LinkedIn)

## Top Skills

Litigation

Courts

Employment Litigation

## Languages

English (Native or Bilingual)

## Certifications

Westlaw Certified

Attorney and Counselor at Law

Legal Research Certified

Attorney and Counselor at Law

Attorney and Counselor at Law

## Honors-Awards

Gold President's Volunteer Service Award

Guardians of Justice Pro Bono Award

Honor Roll of Volunteers

Equality California Community Leadership Award

# Bijan Mohseni-Calderón

Employment & Civil Rights Attorney

Los Angeles Metropolitan Area

## Summary

Bijan Mohseni-Calderón is a labor and employment, civil rights, and constitutional attorney, an elected Delegate to the California Democratic Party, and a former Democratic Candidate for California State Assembly.

He is a proud first generation American and is the first in his family to graduate from college.

Bijan is a Labor & Employment Attorney that specializes in defending the civil rights of victims of discrimination and harassment in the workplace.

Bijan was previously an associate attorney at two AmLaw 100 firms, Latham & Watkins and Lewis Brisbois. While at Latham, Bijan helped represent civil rights organizations in impact constitutional litigation on a pro bono basis, including Equality California and seven transgender individuals challenging President Trump's ban on transgender service members in the military before the United States Supreme Court. Bijan has also helped represent asylum seekers and victims of human trafficking obtain lawful status through U Visas and T Visas, assisted transgender and nonbinary individuals change their names and gender markers, and aided the rehabilitation of people convicted of low-level offenses by helping them overcome barriers to employment. He was awarded the Equality California Community Leadership Award and the Latham & Watkins Guardians of Justice Pro Bono Award.

While in law school Bijan worked for United States District Judge Josephine L. Staton of the United States District Court for the Central District of California, and for Justice Brian M. Hoffstadt of the California Court of Appeal, Second District.

Prior to the start of his legal career, Bijan worked for four years on the sales and marketing side of the fashion industry for notable brands like Porsche Design, Ted Baker London, and Montblanc.

Following his Southern California public school education, Bijan completed his Bachelor of Arts degree in Political Science at Chapman University and received his Juris Doctor degree from UCLA School of Law. Bijan also studied Politics and Philosophy at the University of Oxford. His areas of research and scholarly interest include 2nd Amendment Jurisprudence & Policy, and Constitutional Law & Theory. He is an accomplished vocalist and has studied music classically for over 20 years. In 2010, he was awarded the Gold President's Volunteer Service Award by President Barack Obama.

Bijan is admitted to practice law in California, New York, and the District of Columbia.

StrengthsFinder Top 5: Input | Strategic | Achievement | Competition | Ideation

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## Experience

### BIBIYAN LAW GROUP, PC

Senior Attorney and Team Lead

2023 - Present (1 year)

Los Angeles, California, United States

Oversee an employment litigation team of seven attorneys with a collective case load of over 200 class action and wrongful termination matters and multimillion dollar settlement totals each quarter.

### Wilshire Law Firm

Labor And Employment Attorney

2022 - 2023 (1 year)

Los Angeles, California, United States

### California Democratic Party

Delegate, AD-72

2021 - 2023 (2 years)

Appointed to Standing Committee on Platform, 2021–Present

Member of: Business & Professional Caucus, Chicano Latino Caucus,  
Children's Caucus, Computer & Internet Caucus, Environmental Caucus,  
Labor Caucus, LGBT Caucus, Progressive Caucus

Lewis Brisbois  
Labor and Employment Attorney  
2022 - 2022 (less than a year)

Wohlner Kaplon Cutler Halford & Rosenfeld  
Labor Union Attorney  
2021 - 2021 (less than a year)

Bijan Mohseni for California State Assembly 2020  
Democratic Candidate for California State Assembly - 72nd District  
2019 - 2020 (1 year)  
[www.bijanmohseni.org](http://www.bijanmohseni.org)

Latham & Watkins  
Associate  
2018 - 2019 (1 year)

United States District Court for the Central District of California  
Judicial Extern to the Honorable Josephine L. Staton  
2017 - 2017 (less than a year)

Latham & Watkins  
Summer Associate  
2017 - 2017 (less than a year)

California Court of Appeal, 2nd Appellate District  
Judicial Extern to the Honorable Brian M. Hoffstadt  
2016 - 2016 (less than a year)

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## Education

University of California, Los Angeles - School of Law  
Juris Doctor (J.D.)

Chapman University



Bachelor of Arts (B.A.), Political Science, Minor in Philosophy

University of Oxford

Visiting Student , Politics, Philosophy, & Economics

# ROMAN E. DARMER

## Of Counsel

**For more than 20 years, Roman Darmer has defended clients facing investigations and enforcement actions by the United States Department of Justice, the Securities and Exchange Commission, and other federal and state law enforcement agencies. He represents companies, officers, and directors in securities class actions and derivative lawsuits. A former federal prosecutor in the Southern District of New York, Roman leads internal investigations on behalf of companies, boards, and board committees. He advises companies on anticorruption and Foreign Corrupt Practices Act programs and compliance.**

In addition to his securities work, Roman is an experienced trial lawyer who has tried numerous cases to verdict. Roman regularly litigates complex commercial and business disputes. Recent representations include clients in the private equity, financial services, hospitality, spirits, retail, medical device, and pharmaceutical industries.

Roman served as president of the board of directors of Community Legal Aid SoCal in 2018-2019. He served on the board of directors of Public Law Center of Orange County and was president of the Federal Bar Association of Orange County in 2016-2017. He is a member of the Hispanic Bar Association of Orange County. Roman is a member of the Firm's Pro Bono Committee and maintains an active pro bono practice. In 2017, he received the *Daily Journal's* CLAY Award (California Lawyer of the Year) for extraordinary achievement in 2016 for his work on behalf of veterans and a community organization challenging Huntington Beach, California's amendment to its housing element that limited available affordable housing sites.

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## PRACTICES

Securities Litigation & SEC Enforcement

Investigations & White Collar Defense

Business & Tort Litigation

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## LOCATIONS

## **EDUCATION**

Yale University (J.D. 1987; B.A. 1984)

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## **BAR & COURT ADMISSIONS**

California; New York; U.S. Courts of Appeals for the Second, Fifth, Ninth, Eleventh, and Federal Circuits; and U.S. District Courts for the Central, Northern, and Southern Districts of California and Southern and Eastern Districts of New York

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## **GOVERNMENT SERVICE**

Assistant U.S. Attorney, Southern District of New York (1995-1999)

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## **HONORS & DISTINCTIONS**

*The Best Lawyers in America* (2019-2022): commercial litigation; criminal defense: white collar; and 2021 Lawyer of the Year — Orange County, California for litigation — securities

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## **CLERKSHIPS**

Law Clerk to the Honorable William C. Canby Jr., U.S. Court of Appeals, Ninth Circuit (1987-1988)

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## Contact

[www.linkedin.com/in/eemaan-jalili-esq-cpa](https://www.linkedin.com/in/eemaan-jalili-esq-cpa) (LinkedIn)

## Top Skills

Intermediate Japanese  
Conversational Farsi  
Spanish

## Languages

English (Native or Bilingual)  
Spanish (Native or Bilingual)  
Japanese (Full Professional)  
Persian (Limited Working)

## Certifications

Attorney  
Attorney  
Accountant/Certified Public Accountant

# Eemaan Jalili, ESQ., CPA

VP of Finance and Legal at Instant Figure  
Irvine, California, United States

## Summary

I am an attorney (licensed in both California and Minnesota and the California federal court), a Certified Public Accountant, and a certified CompTIA Security+ specialist. As an attorney, I constantly strive to improve my skills and learn more about my clients' industries in hopes of meaningfully assisting those I affect professionally in a restorative way. This passion for advocacy has exposed me to various areas of the law, and while I specialize in taxation, corporate finance, and litigation, I have worked with nonprofits, served as in-house counsel, and have undertaken forensic evidentiary analysis and financial statement analyses.

While my professional achievements have empowered my advocacy, it is my love of people that provides me the greatest reward as a professional. My desire to learn and promote the interests of different communities, ethnic backgrounds, and cultural inclusion has informed my passions as a champion for diversity and inclusion and served as the steam engine for interest in world languages and travel.

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## Experience

Instant Figure  
VP of Finance and Legal  
July 2019 - Present (6 years 1 month)  
Irvine, California, United States

Act as an advisor to the executives and maintain a thorough understanding of the business, its strategies and the external regulatory marketplace.

Moss Adams  
Senior Associate  
November 2016 - July 2019 (2 years 9 months)  
Irvine, California

Work with accountants and attorneys to conduct state and federal tax research credit analysis.

Insta Slim

General Counsel

August 2015 - November 2016 (1 year 4 months)

Irvine, California

General Counsel working on contracts, business litigation, and financial statement analysis to promote the interests of the Company.

Mahaffey Law Group, PC

Associate Attorney

December 2012 - July 2015 (2 years 8 months)

Newport Beach, CA

Litigation Associate at full-service Law Firm, working on cases ranging from Bankruptcy, Federal, and State Court Litigation to Non-Profit Formation and Taxation.

Internal Revenue Service

Legal Extern

January 2012 - May 2012 (5 months)

Legal Extern for Small Business/Self-Employed division of Internal Revenue Service.

California State Board of Equalization

Legal Extern

July 2011 - August 2011 (2 months)

Reviewed taxpayer controversies and appeals to draft Summary Decisions for Franchise Tax Board review and acceptance. Researched and reviewed income tax statutes and regulations pertaining to taxpayer appeals for interpretation and application to decisions.

California State Senate - Office of Tom Harman

Legal Extern

May 2010 - August 2010 (4 months)

Costa Mesa, California

Researched and drafted memoranda summarizing California and Federal legislation, including regulations outlined in 2009 California Comprehensive Water Legislation. Researched and advised on legal complexities of the Orange County Great Park financing regime through special tax apportionments.

## Education

University of California, Hastings College of the Law  
Juris Doctor (J.D.), Tax Law/Taxation · (2009 - 2012)

University of California, Irvine  
Bachelor's Degree, Political Science and Government, Japanese  
(Minor) · (2004 - 2008)

## Contact

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[www.aitkenlaw.com](http://www.aitkenlaw.com) (Company)

## Top Skills

Product Liability  
Wrongful Death  
Personal Injury

# Casey Johnson

Trial Attorney for Serious Personal Injury, Insurance Bad Faith and Elder Abuse

Santa Ana, California, United States

## Summary

Casey R. Johnson is a partner at the law firm of Aitken\*Aitken\*Cohn and a trial attorney representing plaintiffs in matters involving catastrophic injuries, wrongful death, insurance bad faith and elder abuse.

He has helped reach eight and seven figure recoveries for dozens of clients.

He is a Past President of the Orange County Trial Lawyers Association, a Past President of the Orange County Lavender Bar Association, and Past Chair of the Diversity Committee of the Consumer Attorneys of California. He currently serves as on the Consumer Attorneys of California Board of Directors and Executive Committee as Financial Secretary, is Vice President of the Robert A. Banyard American Inn of Court and serves on the Board of Directors of the Western Trial Lawyers Association. Casey also serves on the Board of Directors of Operation Helping Hands, an Orange County based non-profit helping the homeless in Southern California.

Casey is a frequent author and lecturer on a wide range of legal subjects including bias, pool safety, discovery, elder abuse, and insurance bad faith. He has repeatedly been recognized as a "Rising Star" and "Super Lawyer" by Southern California Super Lawyers Magazine, including recognition as one of the Top 50 attorneys in Orange County numerous times. Casey has also been recognized by OC Metro magazine as one of Orange County's top five personal injury attorneys.

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## Experience

Aitken Aitken Cohn

21 years 10 months

Partner

January 2012 - Present (12 years 6 months)

## Santa Ana, California

I have had the incredibly good fortune of getting to represent some of the best people during what are incredibly difficult times in their lives. As a boutique law firm focused on one-to-one representation, I can put a name and a face to what I do every day. Fighting powerful corporate interests and insurance companies to secure reasonable compensation for injured and harmed individuals is what I do every day for each and every one of my clients.

Representative cases include securing 16 times the defendant's insurance policy limits in a bad faith action for a young woman rendered a paraplegic in a trucking accident on Christmas Eve, obtaining a seven figure recovery for a client who suffered a spinal cord injury diving into an unsafe pool, and helping my firm obtain a \$24 million verdict for teenager who sustained a serious brain injury by a driver found to be within the course and scope of his employment at the time of the collision.

## Attorney

September 2002 - December 2011 (9 years 4 months)

## OCTLA

13 years

## Board of Directors

2004 - December 2017 (13 years)

OCTLA is the local trial lawyers organization for attorneys representing injured parties and small businesses harmed by the negligence and wrongdoing of others. OCTLA mentors and educates its members to be the best possible consumer advocates they can be and provides monthly networking opportunities for members. In addition to hosting an annual Columbus Day Golf Tournament, each year OCTLA helps raise money (now more than \$100,000 each year) for a worthy charity. Past charities benefitting from OCTLA's Top Gun Awards and Silent and Live Auctions included High Hopes Brain Injury Treatment Center, Veterans Legal Institute and Together We Rise.

## President

January 2014 - January 2015 (1 year 1 month)

Orange County, California Area

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## Education



USC Gould School of Law

J.D., Law · (1999 - 2002)

San Diego State University

B.A., Psychology · (1995 - 1997)

San Diego State University

Bachelor of Arts - BA, Psychology · (1995 - 1997)

San Diego State University

Bachelor's degree, Psychology



## Giorgios N. Kefallinos

### Associate

Orange County  
+1.949.623.3550

[Giorgios.Kefallinos@klgates.com](mailto:Giorgios.Kefallinos@klgates.com)

### OVERVIEW

Giorgios Kefallinos is a patent lawyer in the firm's Orange County office. His practice includes patent prosecution, portfolio management and counseling, design patents, and patent term adjustment review. He also assists in freedom to operate, and due diligence projects providing both analysis and searching expertise.

### PROFESSIONAL BACKGROUND

Giorgios was previously a patent agent with the firm for several years.

### ACHIEVEMENTS

- Western State College of Law
  - Moot Court Honors Team Member (2017-2020), Vice President (Fall 2019), Law Review Member, 1L Moot Court Competition Best Oralist, Witkin Award Recipient for Legal Writing Research I and II, and Corporate Finance

### EDUCATION

- B.A., Augustana College, 2006 (*biology and pre-medicine*)
- J.D., Western State College of Law, 2020

### ADMISSIONS

- Bar of California
- United States Patent and Trademark Office

## LANGUAGES

- Greek

## AREAS OF FOCUS

- IP Procurement and Portfolio Management

## Contact

[www.linkedin.com/in/faraz-mohammadi-2094168b](https://www.linkedin.com/in/faraz-mohammadi-2094168b) (LinkedIn)

# Faraz Mohammadi

Attorney, Latham & Watkins LLP  
Orange County, California, United States

## Experience

Latham & Watkins  
Associate, Litigation & Trial Department  
April 2024 - Present (3 months)  
Los Angeles Metropolitan Area

UC Irvine  
Lecturer  
January 2024 - Present (6 months)

U.S. Attorney's Office for the Central District of California  
Assistant United States Attorney  
December 2019 - April 2024 (4 years 5 months)

Latham & Watkins  
Associate  
October 2013 - December 2019 (6 years 3 months)  
Los Angeles, California

Bates White Economic Consulting  
Consultant  
August 2008 - June 2010 (1 year 11 months)

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## Education

University of California, Los Angeles - School of Law  
Doctor of Law (JD) · (2010 - 2013)

Georgetown University  
Bachelor of Science (BS), International Economics · (2004 - 2008)

# Sarah Mohammadi

## Senior Counsel

Sarah recognizes that each employer faces unique challenges, and with that in mind takes the time to understand each of her client's business practices to provide practical, real-world advice. When not advising employers on day-to-day issues, Sarah provides effective representation by dissecting cases and leveraging facts to place our client in the best position possible. As a collegiate athlete, Sarah has learned to persevere and fight for our clients.

### ***Education***

J.D., University of  
California at Hastings  
(2013)

B.A., University of  
California at Riverside  
(2009)

*summa cum laude*

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Email:

[smohammadi@kadingbriggs.com](mailto:smohammadi@kadingbriggs.com)

[Vcard](#)

## Michael Olsen

### Associate

Mike is a fearless, proactive, and creative advocate for his clients, exclusively practicing management-side employment law since graduating from law school in 2015. Immediately before joining Kading Briggs, Mike was in-house legal counsel, serving as the sole Labor & Employment Counsel for North America for a publicly traded e-commerce and logistics company with two thousand employees. Having served as in-house counsel, Mike understands the constraints and realities that his clients face, which allows him to offer practical solutions to his clients' employment law needs.

### ***Education***

J.D. University of California,  
Hastings College of the Law  
(2015), summa cum laude

M.A., San Francisco State  
University

B.A., California State University,

Mike has successfully represented employers in litigation before state and federal agencies, courts, and arbitral forums. He has represented and counseled clients across various industries, including aerospace, manufacturing, film and studio, e-commerce, retail, finance, healthcare, hospitals and insurance providers, and staffing and employee leasing companies. Mike has won injunctive relief for clients faced with the theft of trade secrets and the dismissal of numerous employment suits brought under state and federal wage & hour and civil rights laws, including Title VII and the Fair Employment and Housing Act. Other examples of his successes include winning dismissal of an executive's suit for breach of contract on the eve of trial, dismissal of numerous actions at the pleadings stage, summary judgment affirmed on appeal to the Ninth Circuit, and defeating class certification in state court in protracted litigation involving the alleged misclassification of IT employees.

Before his role in-house, Mike was an associate who began his career at Ogletree Deakins, followed by associate positions at Bryan Cave and Manatt Phelps, & Phillips.

Fresno, summa cum laude

### ***Professional Affiliations***

Mike is the President and serves as a Board Member of Orange County Lavender Bar Association, Orange County's LGBTQ+ bar association. He is also a member of the Orange County Bar Association, the National LGBT Bar Association, and the Association of Corporate Counsel.

Mike is also the Treasurer and serves as a Board Member of Orange County Coalition for Diversity in the Law, a 501(c)(3) nonprofit collaborative of professionals from leading Orange County law firms and other community partners promoting the recruitment, retainment, equity among, and advancement of diverse attorneys in Orange County, California.

### ***In the Community***

Mike has provided pro bono legal

services including providing pro bono adoption services to foster parents in Los Angeles County, obtaining immigration relief for juvenile immigrants in a class action suit against the federal government, and serving at various legal clinics supporting low-income individuals.

### ***Honors***

“Ones to Watch,” Best Lawyers in America, recognizing excellence in employment law for attorneys with 5-9 years of practice, 2021

“Lawyers of Distinction,” 2021-2022.

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E-

mail: [molsen@kadingbriggs.com](mailto:molsen@kadingbriggs.com)



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THE LAW OFFICE OF  
GARY POLSTON

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# ABOUT

## **BOCK & PLUMMER**

ATTORNEYS AT LAW

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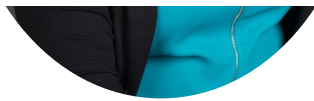
[Contact](#)

# Heidi Plummer



## **HEIDI PLUMMER**

*Co-founder and Partner*



## ORGANIZATIONS



## BIOGRAPHY

Heidi Plummer is the Co-founder of Bock & Plummer, Attorneys at Law. Ms. Plummer was born and raised in Orange County, graduated cum laude as a member of the Dean's honor roll from California State University, Long Beach (CSULB). She obtained her Juris Doctorate from Western State College of Law, where she participated in the negotiations team, dean's circle, completed over forty hours of public service, and graduated with honors.

Ms. Plummer has extensive experience in probate, bankruptcy, and business law.. She has assisted and litigated in nearly every aspect of the law. As a seasoned attorney with twenty years of legal experience, Ms. Plummer is passionate and devoted to giving her clients nothing but the best. She continues to give back to her community by being a member of a number of organizations.

Unlike large size firms, Ms. Plummer works on every case herself and is very close to all of her clients. Ms. Plummer opted to attend law school, specialize in probate and litigation matters because she genuinely enjoys helping her clients attain a bit of justice in the world. Mr. Bock and Ms. Plummer truly are a dynamic duo because after working so many years together, they know how to use each other's strengths and work as a team to obtain the best results for their clients.

Ms. Plummer is involved in many organizations, and is on the Board of Directors of the Orange County Women Lawyers Association Foundation which is involved in providing bar stipends for individuals and other philanthropic opportunities.

Ms. Plummer also serves on the 2021 Board of Directors for Solo and Small firms

In her spare time, Ms. Plummer loves to workout, read, volunteer, bake, and spend time with her loved ones.

## **BOCK & PLUMMER**

ATTORNEYS AT LAW

We are a  
specialized civil  
litigation  
firm based in  
Southern  
California  
[Contact Us](#)

## **Contact Info**

2901 W. Coast  
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Suite 200  
Newport Beach,  
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[1-714-966-2383](tel:1-714-966-2383)

## **Practice Areas**

[Business and  
Corporate Law](#)  
[Probate \(Will  
and Trust\)](#)  
[Litigation](#)  
[Labor Law](#)  
[General Civil  
Litigation](#)







My name is Gary Polston. For the last seventeen years I've lived my dream of helping people through my work.

As a solo practitioner I personally handle every aspect of your case and I take great pride in the quality of my work. You will never feel alone in this process.

I was born and raised in Orange County and remain dedicated to this community. My greatest privilege is advocating on behalf of my fellow citizens. I work hard to earn my clients' trust and am happy that referrals remain the biggest source of my new business.

## A Step Above:

My goal is to give my clients peace of mind starting the day I am hired. I make myself easily accessible and will stay in communication throughout the entire process.

Customer service is not just a slogan. It is a tenet of my practice that I work hard to maintain.

# My Passion

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When I am not honing my craft to be the best bankruptcy attorney in Orange County, I enjoy spending time with my family, traveling, and learning new languages. I have a real passion for my work and the clients I get to serve.

I love helping people to a fresh start and my favorite part of the job is when I call my client to tell them they are debt free. The sense of joy and relief they have lets me know I have the perfect job.

I am here for you. I look forward to meeting with you and seeing if I can also help you to a fresh start.

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# My Goals

My goal is to make the Bankruptcy process available to everyone looking for a fresh start. With that in mind, I offer free consultations as well as affordable payment options.

Let's talk to see if Bankruptcy is the right option for you.



# Matthew Troncali

Counsel | He/Him/His

**Orange County**

D | +1.949.798.1303

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mtroncali@crowell.com

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VCard | LinkedIn

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## Areas of Focus

Litigation and Trial

Recovery

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## Overview

Matthew Troncali is a counsel in Crowell & Moring's Orange County office and part of the firm's Antitrust and Competition Group. Matt pursues and maximizes recoveries on behalf of a broad range of national and international clients in complex antitrust settlements.

For six years before joining the firm, Matt focused on business-related transactions and litigation in state and federal courts, using his multidisciplinary experience in law, business, and technology to comprehensively counsel clients. He represented both plaintiffs and defendants in technology, trust, construction, real estate, appellate, and general-liability insurance matters, including cases involving construction defects, premises liability, product defects, and intellectual property. His experience touches on all aspects of litigation, dispute resolution, pre-trial preparation, and arbitration.

Matt graduated *summa cum laude* with a B.S. in communication from Cal Poly Pomona, where he was selected as a President's Council Scholar as one of the University's top students. He was accepted by Pepperdine University School of Law as a Dean's Scholar. He served as a member of the *Pepperdine Law Review* and received awards for achieving the highest grades in Legal Research & Writing I and Mergers & Acquisitions.

During law school, Matt also served as a judicial extern for the Honorable Robert N. Kwan in the U.S. Bankruptcy Court for the Central District of California and as a law clerk at the California Department of Corporations, the Screen Actors Guild, and in the Appellate Division of the Riverside County District Attorney's Office. Today, Matt serves as a Board Member and is a former President of the **Orange County Lavender Bar Association**, which is a professional organization for LGBT attorneys, judges, and allies.

## Career & Education

### Education

California State Polytechnic University, Pomona, B.S., *summa cum laude*, 2007

Pepperdine University School of Law, J.D., 2012

### Admissions

California

U.S. District Court for the Central District of California

## Insights

### Firm News

Crowell & Moring Elects 16 New Partners, Promotes Five to Senior Counsel, and 25 to Counsel | 01.09.23

OCCDL Recognizes Orange County Office as a Top Diverse Legal Organization, Names Eric Fanchiang and Matthew Troncali Top Diverse Young Lawyers | 12.08.21

## Practices

Litigation and Trial

Recovery

# GIBSON DUNN



Jennafer M.  
Tryck  
Associate  
Attorney

## CONTACT INFO

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## PRACTICE

Litigation

Class Actions

Labor and  
Employment

Trials

## BIOGRAPHY

Jennafer Tryck is a senior litigation associate in the Orange County office of Gibson Dunn where her practice focuses on Employee Retirement Income Security Act (“ERISA”) litigation, class actions, and complex commercial litigation in the trial courts and on appeal. She is a member of the Firm’s Litigation, Labor and Employment, and Class Actions Practice Groups.

Jennafer has special expertise in ERISA fiduciary-breach class actions, and she has been recognized by *Best Lawyers: Ones to Watch® in America* for Commercial Litigation (2021-2024).

**Select Representative Matters:**

- Secured complete dismissal, with prejudice, of plaintiffs’ claims in ERISA “excessive fee” fiduciary-breach class action brought against outpatient surgical care company.
- Successfully struck plaintiffs’ damages experts and jury demand, in addition to multiple claims and thirteen named defendants, in ERISA retirement benefits class action brought against leading private university.
- Represent multinational automobile manufacturer in wide range of ERISA benefits disputes.
- Defend large health insurer in multiple putative class actions challenging coverage and reimbursement decisions for ERISA-governed health plans.
- Defend global software support provider in “bet-

the-company” copyright infringement suit.

- Represent international pharmaceutical company in patent licensing disputes, including securing favorable settlement before summary judgment in case asserting various contract and business-tort claims.
- Advise clients in a variety of industries on limiting potential ERISA litigation exposure.

### **Professional Activities and Education:**

Jennafer also maintains an active pro bono practice, including securing from the United States Court of Appeals for the Ninth Circuit a new jury trial on a grandmother’s excessive force claim under 42 U.S.C. § 1983, and drafting an amicus brief on behalf of Kids In Need of Defense in a successful effort to enjoin regulations that limit asylum access for unaccompanied immigrant children.

Prior to joining Gibson Dunn, she served as a law clerk to Chief Justice Dana Fabe of the Alaska Supreme Court and as an extern to Judge John W. Sedwick of the United States District Court for the District of Alaska. Jennafer received her law degree from the University of California, Irvine School of Law where she was a member of the school’s inaugural class, twice Chair of the Student Bar Association, and Lead Article Editor of the *UC Irvine Law Review*. She also holds a Master of Public Administration from the University of Southern California and a Bachelor of Science in Foreign Service from Georgetown University.

Jennafer is a member of the California and Alaska bars and is admitted to practice before the United States Court of Appeals for the Ninth Circuit and the United States District Courts for the Central District of California, Northern District of California, and Eastern District of Michigan.

## EDUCATION

## ADMISSIONS

University of  
California - Irvine -  
2012 Juris Doctor

California Bar

University of  
Southern California -  
2008 Master of Public

Administration

Georgetown

University - 2001

Bachelor of Science

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## Jeff Van Hoosear

### Partner

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#### Orange County

949-760-0404

[jeff.vanhoosear@knobbe.com](mailto:jeff.vanhoosear@knobbe.com)

## Overview

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Jeffrey L. Van Hoosear focuses on international trademark and unfair competition matters. His practice also includes domestic and foreign trademark selection and searches, trademark and copyright prosecution, proceedings before the Trademark Trial and Appeal Board, intellectual property licensing, domain name and website content issues and state rights of publicity.

Jeff represents a number of clients in the apparel and sporting goods industries, and also represents clients in the food and beverage, automotive, aesthetics, fashion, financial, insurance, software, and entertainment industries.

Representative clients include Quiksilver, C1RCA, BB Dakota, 7 Diamonds, Pacific Life, SchoolsFirst, First American, House Foods and Bandai.

Jeff is the Co-Chair of the Trademark and Brand Protection Group and is also an active writer for the firm's Fashion & Beauty Blog.

## Education

Boston University School of Law (J.D., 1986)

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Beloit College (B.A. Government, 1983), Dean's List, Martha Peterson Award, Phi Beta Kappa Honor Society, cum laude

## AT A GLANCE

Boston University School of Law

Beloit College

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State Bar of California

State Bar of Illinois

## INDUSTRY EXPERIENCE

Aesthetics & Personal Care Products

Automotive, Transportation & Power Sports

Fashion & Beauty

Financial Services & Business Methods

Food & Beverage

Advertising, Media and Entertainment Practice

Restaurant & Hospitality

Software & Information Technology

Sporting Goods & Recreation

## Practice Areas

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[Copyrights >](#)

[Domain Name & Website Content Disputes >](#)

[International Trademarks >](#)

[Trademark Searching, Registration & Enforcement >](#)

[TTAB Proceedings >](#)

[Trademarks & Brand Protection  
>](#)

[IP Strategy >](#)

[Due Diligence >](#)

[Opinions & Counseling >](#)

[IP Transactions & Agreements >](#)

[Trademark & Brand Protection Litigation >](#)

## Recognition



## Awards & Honors



Jeff has received multiple awards and has been honored in both national and international forums for his legal accomplishments:

- Recognized in *The Legal 500* "United States" (2015, 2019 - 2023) as being an outstanding

practitioner. In the guide, he was noted for leading a "well-rounded" trademarks group.

- Recognized in the *World Trademark Review (WTR) 1000* as a "Leading Trademark Lawyer" (2012 - 2023). In the 2018 guide, editors commented that "branding woes in the fashion and sporting industries" are Jeff's specialty and that a "distinguishing feature of his practice is his uncompromising focus on customer service". He was also commended by a peer that he is a "terrific attorney who can quickly grasp tricky concepts". In 2019, his clients said that he "has the keys to unlock brand value in the apparel and beauty industries" and "turns a practiced hand to all non-contentious briefs". In 2022, Jeff was characterized as bringing "special qualities to the practice" and demonstrating "excellent leadership." In 2023, he was described as someone who "gives contemporary and sophisticated advice and knows how to get clients the best protection for their budget."
- Named a "World IP Leader" by *World Intellectual Property Review (WIPR)* (2016, 2023)
- Recognized in the 2015 "Who's Who Legal 100" by *Law Business Research*.
- Received the "Best USA Lawyer - Unfair Competition" award in the 2014 "Legal Awards" by *Acquisition International*.
- Recognized in the Guide to the World's Leading Trademark Law Practitioners (2012 - 2014).
- Repeatedly nominated as one of the world's leading trademark practitioners in the "Who's Who Legal: Trademarks" list by *Law Business Research*.

## AFFILIATIONS

- American Bar Association
- Chicago Bar Association
- Orange County Bar Association
- International Trademark Association (INTA)

## Resources



## Articles

Co-author, "Predictions in 3 Key Areas for IP Practitioners This Year," Law360 (January 2023)

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"But It's a Photo of Me!"-Celebrities Face Legal Action for Unauthorized Use of Images on Social Media, Fashion & Beauty Blog (April 2020)

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"So You Want to Be Famous - Do You Have \$10 Billion? Patagonia Trademark Deemed Famous for Trademark Dilution Claim," Fashion & Beauty Blog (November 2019)

---

"Saks & Calvin Klein Accused of Copyright and Patent Infringement," Fashion & Beauty Blog (February 2019)

---

"Federal Circuit Weighs in on Converse's Midsole Trade Dress," IP Litigator (January/February 2019)

---

"Likes, Tweets & #'s, Oh My! Elevate Your Social Media Audit," Orange County Business Journal (October 2018)

---

"When Plaid Goes Bad - Burberry Files Infringement Suit Against Target Over Burberry's Iconic Plaid Design," Knobbe Martens Fashion & Beauty Blog (May 2018)

---

"Beware! A Trademark Trial and Appeals Board Decision Can Stop You in Your Tracks," Knobbe Martens Fashion & Beauty Blog (January 2018)

---

"What's My Taco Bell Doing in Your Forever 21?," Orange County Business Journal (October 2017)

---

"Using Pop Culture References in Advertisements? Just Do It Right," Orange County Business Journal (October 2016)

---

"Yosemite Case Suggests No 'Iconic Names Exception' For TMs," Law360 (March 2016)

---

"To Tweet or Not to Tweet: Social Media and Intellectual Property Issues," Orange County Business Journal (October 2015)

---

Getting the Deal Through: Trademarks 2016, published by Law Business Research Ltd.  
(September 2015)

---

"Google Inc. v. Oracle America Inc.," Orange County Business Journal - Intellectual Property Supplement (July 2015)

---

"Protecting Your Company's Intellectual Property through an IP Audit: a Guide for Small to Mid-Sized Businesses," Book Co-Author (Published 2013)

---

"From Trademark to Registration: Getting it Right the First Time," Orange County Lawyer (April 2012)

---

"Industry Joins the Fight for the Red Sole," Managing Intellectual Property (January 2012)

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## Speeches & Seminars

"Top Ten IP Issues and Trends, Association of Corporate Counsel" (ACC) (2019)

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"Global Intellectual Property Systems: The International Registration of Trademarks, Using the Madrid System", Served as Panelist at Protecting Your IP Overseas: WIPO Services and Initiatives, a Knobbe Martens Seminar - San Diego, CA (November 2016)

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"Intellectual Property (IP) Issues," FAB Authority Workshop, San Diego, CA (March 2016)

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"What In-House Counsel and Internal Business Units Need to Know About IP Law," Association of Corporate Counsel (ACC) - Southern California In-House Counsel Conference (January 2016)

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"The Social Network: Current Legal Issues in Social Media," Association of Corporate Counsel (ACC) - Southern California DoubleHeader (November 2015)

---

"Intellectual Property Workshop," FAB Authority, San Diego, CA (July 2015)

---

UCI School of Law Intellectual Property Essentials, Workshop Instructor, Irvine, CA (March 2015)

---

“Protecting Your Copyrights, Trademarks and Domain Names”, Presented at the OneOC and Public Law Center “Branding Impact” Series, Santa Ana, CA (February 2015)

---

“The Legalities of Fashion”, Presented at San Diego Fashion Week, San Diego, CA (September 2013)

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“Trade Secret, Trademark, False Advertising and Unfair Competition Issues”, Served as Panelist at IP Impact - Trademark Seminar - Silicon Valley, Menlo Park, CA (July 2013)

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“Trade Secret, Trademark, False Advertising and Unfair Competition Issues”, Served as Panelist at IP Impact - Trademark Seminar, San Diego, CA (July 2013)

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“Trade Secret, Trademark, False Advertising & Unfair Competition Issues”, Served as Panelist at IP Impact Seminar, San Diego, CA (June 2013)

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Association of Corporate Counsel (ACC) – In House Counsel Conference, Participant, Beverly Hills, CA (January 2013)

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“Avoiding Trade Secret Misappropriation, False Advertising & Unfair Competition Claims”, Participated in the Association of Corporate Counsel (ACC) – Southern California In-House Counsel Conference, Los Angeles, CA (January 2013)

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“Hiring Competitor’s Top Talent & Being Fiercely Competitive Without Exposing Your Company”, Participated in the Association of Corporate Counsel (ACC) – Southern California In-House Counsel Conference, Los Angeles, CA (January 2013)

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"Soarin' Over Your Trademarks - Keys to Monetizing Your Brands", Presenter at the American Corporate Counsel (ACC) SoCal Double Header, Anaheim, CA (May 2012)

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"Jungle Cruise: Navigating the Murky Waters of the New Top Level Domain Name Launch", Presenter at the American Corporate Counsel (ACC) SoCal Double Header, Anaheim, CA (May 2012)

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"The New gTLD Program: What, When, and Why", Presented to the Orange County Patent Law Association, Irvine, CA (April 2012)

## LATEST UPDATES & EVENTS

Jeff Van Hoosear Quoted Widely in Media Regarding SCOTUS Decision on Copyright Damages

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Jeff Van Hoosear Quoted in Bloomberg Law on Trump Sneakers, Christian Louboutin Trademark

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Knobbe Martens and 11 Partners Recognized Among World's Leading Trademark Professionals by World Trademark Review

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Jeff Van Hoosear Quoted in Law360 Article on Tattoo Copyright Infringement Trial

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Lynda Zadra-Symes, Jeff Van Hoosear and Talisha Faruk Write About Upcoming Luxury Fashion IP Trends in World Intellectual Property Review

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Knobbe Martens Achieves Standout Rankings for Trademark Work in Inaugural WIPR Guide

# Knobbe Martens

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