



## Valerie E. Alter

Associate

Century City  
1901 Avenue of the Stars  
Suite 1600  
Los Angeles, CA 90067

Tel: 310.228.3710  
Fax: 310.228.3910  
[valter@sheppardmullin.com](mailto:valter@sheppardmullin.com)

### PRACTICE AREAS

- Litigation
- Intellectual Property
- Entertainment, Media and Technology

### INDUSTRIES

- Entertainment, Media and Technology
- Fashion, Apparel and Beauty

### OVERVIEW

Valerie Alter is an associate in the Business Trial and Entertainment, Media and Technology Practice Groups in the firm's Century City Office.

#### Areas of Practice

Ms. Alter is a business litigator who represents clients in intellectual property and media law matters, including trademark, copyright, right of publicity, trade secret, and privacy claims. She also represents clients in complex and general business litigation, including class actions, involving claims of unfair competition, violations of the California Consumers Legal Remedies Act, and false advertising, among others. She has appeared in California Superior Court, federal district court, and the Ninth Circuit Court of Appeals.

### EDUCATION

- J.D., Stanford Law School, 2005, Order of the Coif, Editor-In Chief and Articles Editor, Stanford Technology Law Review.
- B.A., University of North Carolina at Chapel Hill, 2002, Highest Honors, Phi Beta Kappa, Morehead Scholar

### CLERKSHIPS

- Law clerk to the Honorable Sidney R. Thomas, 9th Circuit Court of Appeals

### ADMISSIONS

- California
- U.S. District Court for the Central, Eastern, Northern, and Southern Districts of California.
- Ninth Circuit Court of Appeals

### HONORS

- Rising Star, *Super Lawyers*, 2009, 2010, 2011

### ARTICLES

- Can Intentional or Knowingly Reckless Misuse of Copyrighted Material Be Considered "Fair Use?", *Communications Lawyer*, Volume 26, Number 3, July 2009
- Fair Use And The Right Of Publicity: A Search For A More Balanced Approach, *Media Law Resource Center*, December 2008
- It's Not Just Make-Believe Anymore, *Media, Privacy and Defamation Law Committee Newsletter*, Fall 2008