



## Elizabeth S. Berman

Associate

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### PRACTICE AREAS

- Litigation
- Entertainment, Media and Technology

### INDUSTRIES

- Fashion, Apparel and Beauty

### OVERVIEW

Elizabeth S. Berman is an associate in the Business Trial and Entertainment, Media and Technology Practice Groups in the firm's Century City office. Ms. Berman is also a member of the firm's Song-Beverly Class Action and Fashion, Apparel & Beauty Teams.

#### Areas of Practice

Ms. Berman represents clients in consumer class action litigations alleging various business torts, breach of contract, unfair competition, false advertising, violations of the Consumer Legal Remedies Act, and violations of the Song-Beverly Credit Card Act.

Ms. Berman also works on matters involving the protection and enforcement of intellectual property rights. Her experience includes the utilization of creative approaches to these matters, which often result in pre-litigation resolution.

She also advises clients with regard to a broad range of very specialized areas of the law, including for example compliance under the federal Consumer Products Safety Improvement Act and California's confidentiality regulations concerning adoption records.

### EDUCATION

- J.D., University of Southern California Gould School of Law, 2007, *Summer Fellow*, 2005
- B.A., University of California, Los Angeles, 2004, *Cum Laude*, *College Honors*

### MEMBERSHIPS

- Ms. Berman is active in several local and national non-profit organizations in Los Angeles, and serves on the board of directors of The Society of Young Philanthropists and Friends of the Israel Defense Forces – Young Leadership Division.

### ARTICLES

- Getting The Lead Out: The Tight Timelines of the Consumer Product Safety Improvement Act Have Created Chaos and Uncertainty in the Marketplace, *Los Angeles Lawyer*, July/August 2009

#### Fashion & Apparel Law Blog Articles

- "Consumer Products Safety Commission Defers CPSIA Testing Requirements One Year", February 10, 2009

- "New Children's Product Safety Lead Testing Requirements Already Having Effect", January 16, 2009
- "ZIP Codes Are Not Personal Identification Information Says Court of Appeal", December 29, 2008
- "Reasonable Minds Differ On Whether A Zip Code Is "Personal Identification Information" Under The Song-Beverly Act", November 10, 2008
- "A Change of Custom For Customs: The Proposed Change to the First Sale Rule", April 16, 2008
- "Gift Cards: The Good, The Bad and The Fraudulent", February 25, 2008
- "What's in a Name?: PerfumeBay v. eBay Trademark Litigation", January 24, 2008
- "Crimes of Fashion", January 8, 2008

**Intellectual Property Law Blog Articles**

- "First Sale Doctrine Not Applicable To Foreign Imports Manufactured And First Sold Abroad", November 14, 2008