

Erica R. Graves | Partner

Business Litigation

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Erica is a skilled litigator who focuses her practice on defending advertising injury and consumer fraud actions, as well as other consumer class actions and business litigation. She represents clients across a diverse array of industries, including food and beverage, cosmetics, retail, fashion, entertainment, supplements, shipping, renewable energy, and construction. Erica's breadth of experience enables her to successfully represent clients at all stages of litigation. Recently, Erica was part of a trial team that secured victory for a *Fortune* 500 paint and coatings company by invalidating a competitor's patents and obtaining a full jury verdict on the client's behalf.

To help her clients head off litigation and government enforcement actions, Erica regularly advises companies about compliance with new and ongoing regulations relating to advertising, labeling, environmental claims, and other consumer practices. Erica created and helps manage Blank Rome's Labeling and Advertising industry group, gathering and focusing the firm's experience and knowledge for companies of all sizes, including start-ups. Erica has represented large and small companies in an array of complex matters, including contract disputes, consumer fraud litigation, environmental enforcement actions, and False Claims Act litigation.

As a lifelong proponent of social justice, Erica proudly maintains a robust pro bono practice, assisting individuals and non-profit organizations in areas including intellectual property, civil rights, pardons, and housing advocacy.

While at Pepperdine University School of Law, Erica externed for Justice Eileen C. Moore at the California Court of Appeal, Fourth District. She also served as managing editor for the *Pepperdine Law Review*.

Prior to law school, Erica worked in the Napa Valley wine industry for six years, making, analyzing, and selling wine for some of the Valley's most prestigious labels. She also earned a science degree specializing in microbiology and immunology from the University of Melbourne, Australia.

Select Engagements

- Secured dismissal for large retail chain in defense of Magnuson-Moss Warranty Act class action.
- Won dismissal of putative class action alleging false advertising in connection with supplement labeling.
- Won jury trial for international paint and coatings company by invalidating competitor's patents.
- Successfully quashed service of complaint for international eyewear company in contract fraud case.
- Assisted on trial team that obtained jury acquittal in ten-month criminal bribery trial.
- Achieved a \$65 million settlement against a group of healthcare companies in a *qui tam* False Claims Act federal court action.
- Secured summary judgment for a wildlife artist against a claim of copyright infringement, which was affirmed by the United States Court of Appeals for the Ninth Circuit.
- Negotiated a favorable settlement for a cosmetics company in a putative class action alleging false advertising, fraud, and unfair competition.

Admissions

- California
- U.S. District Court - Central District of California
- U.S. District Court - Eastern District of California
- U.S. District Court - Northern District of California
- U.S. District Court - Southern District of California

Education

- Pepperdine University School of Law, JD
- University of Melbourne, BS

Recognitions

- 2018–2023, Southern California “Rising Star,” listed in *Super Lawyers*