

Ana Tagvoryan | Partner

Business Litigation

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CO-CHAIR, CORPORATE LITIGATION PRACTICE GROUP

CO-CHAIR, CLASS ACTION DEFENSE TEAM

Ana Tagvoryan has over a decade of experience defending high-stakes, consumer claims in and out of the courtroom across the nation. Her complex corporate litigation practice focuses on class actions, and includes issues related to COVID-19, consumer fraud, data privacy, data breach, online and telephone marketing, advertising, consumer contracts, e-commerce, and regulatory and statutory compliance matters. Ana is also the Chair of the Privacy Class Action Defense group, which handles privacy-related cases involving biometrics, autodialing, telemarketing, call recording, data handling and sharing, and other consumer privacy matters.

As part of her practice, Ana has advised clients on best practices with respect to compliance-related matters involving privacy and consumer fraud, including with respect to labeling, online sales and marketing, and data protection. Ana also advises on best practices with respect to business transactions with consumers, including enforceability of terms and conditions, and the marketing and sale of consumer products and services under various federal agency regulations and consumer protection laws. Her clients regard her as strategic and creative; they trust her commonsense approach to problem-solving and appreciate her professional dedication.

Litigation

Ana has extensive experience defending companies in a multitude of complex

consumer litigation matters in both state and federal courts across the nation, with an emphasis on California. Her consumer-facing defense work services a broad range of industries, notably:

- Retail—online Terms and Conditions, fraud, data handling, loyalty and gift card programs, marketing, comparative pricing, and discount programs.
- Food and Hospitality—advertising, labeling, discount and promotional programs, pricing, receipts, electronic transfer and credit card transactions.
- Manufacturing—packaging, labeling, marketing, fraud, false advertising, and Proposition 65 claims.
- Internet, Technology, and Media—online policies, marketing, web accessibility, customer and vendor relationship management, data privacy, and security.
- Automotive—contract class actions, e-mail and telephone marketing, financing, and false advertising.
- Healthcare and Pharmaceutical Industry—patient prompts, marketing, faxing, communications, and data handling, including HIPAA.
- Commercial—fuel surcharges, biometric privacy, and contract.

She has a reputable track record for successfully defeating threatened and actual claims at every stage of litigation. She has succeeded in bringing early dispositive issues before the courts and saving costs associated with discovery, and is skilled in early and efficient dispute resolution, including mediation and class action settlements. Ana and her team have secured orders of affirmation or reversal from Courts of Appeals and the U.S. Supreme Court on key issues and defenses on behalf of various companies, making precedent and good law in jurisdictions across the nation.

She has extensive experience with state consumer fraud statutes, the Telephone Consumer Protection Act (“TCPA”), the Fair Credit Reporting Act, the Stored Communications Act, the Fair Debt-Collection Practices Act, the Fair and Accurate Credit Transactions Act, the Video Privacy and Protection Act, U.S. federal and state CAN-SPAM laws, the New Jersey Truth in Consumer Contract, Warranty and Notice Act, the Illinois Biometric Information Privacy Act, the Federal Wiretap Act, the Americans with Disabilities Act, and related state-law statutes, including California’s Invasion of Privacy Act, Consumer Privacy Act (“CCPA”), Unfair Competition Law, and Consumer Legal Remedies Act claims in both trial courts and on appeal.

Compliance

Ana’s team routinely advises clients with respect to data privacy and data breach, and compliance with federal and state consumer laws across various industries. Her compliance practice includes due diligence reports, audits, and compliance manuals, with practical advice to continue business endeavors with maximum protection and risk management. She has a team that directly revises, amends, and helps implement consumer-facing policies, practices, and internal procedures effectively and efficiently.

She also routinely advises on consumer privacy matters during corporate mergers and acquisitions.

Teaching and Speaking Engagements

Ana has lectured extensively on the CCPA, e-commerce and privacy, the TCPA, social media law, and e-discovery, FCC regulations, class actions, and other legal matters, and regularly writes in leading industry publications concerning class action trends and consumer privacy matters. (See Publications.) She is the co-author of the legal practice guide, *Social Media as Evidence: Cases, Practice Pointers and Techniques*, published by the American Bar Association, and is also an editorial advisory board member of Bloomberg BNA's *Social Media Law & Policy Report*, as well as the *Privacy & Security Law Report*.

Outside The Firm

Ana is an ardent indoor cyclist and coffee enthusiast, always looking for the newest and best trends in the things that help her give her best to her three kids, husband, and clients.

Admissions

- Supreme Court of the United States
- United States Court of Appeals for the Ninth Circuit
- California
- U.S. District Court - Central District of California
- U.S. District Court - Northern District of Illinois
- U.S. District Court - Southern District of California

Memberships

- American Bar Association
- Armenian Bar Association
- Beverly Hills Bar Association
- Los Angeles County Bar Association
- Women Lawyers Association of Los Angeles

Education

- Loyola Marymount University, BA
- Pepperdine University School of Law, JD

Recognitions

- 2018, "Top Litigators in Los Angeles," listed by *Los Angeles Business Journal*

- 2017–2021, “Southern California Super Lawyer” in Class Action & Mass Torts, listed in *Super Lawyers*
- 2017, “Woman of Promise,” by Comerica Bank Women's Business Awards Program
- 2016, “California Super Lawyer,” listed in Business Edition of *Super Lawyers Magazine*
- 2015–2016, “Southern California Rising Star,” published by *Los Angeles Magazine*
- 2015–2016, “Up-and-Coming 50 Women,” listed in *Super Lawyers Magazine*
- 2015–2016, “Los Angeles Rising Star,” listed in *Super Lawyers*

Professional Activities

Ana serves on the Advisory Board for the Atlantic Legal Foundation, and dedicates time to various children’s pro bono initiatives across the nation.