

Snell & Wilmer



Patricia Brum

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Main Bio

Patricia Brum, a Brazilian native, is a business litigator with extensive experience helping companies resolve high-stakes contract and consumer disputes. Patricia has been consistently voted a “Women of Influence” by the Los Angeles Business Journal and recognized by “Best Lawyers in America” among “Ones to Watch.” She is also part of a select group of attorneys who advises some of the largest financial institutions in the country on consumer class actions.

A large part of Patricia's practice is focused on defending companies against consumer claims asserted under the Telephone Consumer Protection Act (TCPA), California Invasion of Privacy Act (CIPA), California Consumer Privacy Act (CCPA), Video Privacy Protection Act (VPPA), and Fair Debt Collection Practices Act (FDCPA). Amongst her clients are many Fortune 500 corporations. Patricia's practice is also focused on finding solutions, both in and out-of-court, to complex contractual disputes that often involve multi-million-dollar claims. Patricia is an advocate for diversity, equity, and inclusion in the legal profession. She serves as Co-Chair of Snell & Wilmer's LGBTQ+ affinity group (SNELLGBTQ), and her advocacy work has rendered her the title of “Diversity, Equity, Inclusion, and Accessibility Visionary” by the Los Angeles Times B2B Publishing three years in a row.

Patricia is fluent in Portuguese and Spanish. She completed her undergraduate degree in International Relations and International Business at the Universidade de Brasilia in Brazil. She completed her MBA at the University of Southern California, and she graduated with a J.D. degree, first in her class, from Southwestern University School of Law.

Representative Experience

Consumer Individual and Class Action Disputes

- Represented several companies in class action suits for violation of the Telephone Consumer Protection Act (TCPA) filed in California and several other states including, Arizona, Florida, Georgia, Illinois, and New York
- Represented companies against consumer class action suits for false advertising, unfair trade practices, and debt collection practices
- Represented several companies against individual and class action claims for alleged violations of California Invasion of Privacy Act (CIPA) arising from use of web analytics tools, tracking pixels, and chatbox on websites

- Represented several companies against individual and class action claims for alleged violations of Video Privacy Protection Act (VPPA) arising from website videos and cross-marketing initiatives

Commercial/Contract Disputes

- Represented a publicly traded South American company in a breach of contract dispute for over \$70 million
- Represented corporation against alleged breach of shareholder agreement with damages in excess of \$30 million
- Represented corporation in suit against former shareholder for trade secret violations, breach of fiduciary duty, and breach of the separation and non-compete agreements
- Represented a publicly traded Canadian cannabis corporation in pre-litigation claims of alleged violations of securities law
- Represented several cannabis companies in disputes for breach of promissory note and breach of sales agreements in connection with transfers of cannabis licenses

Education

- Southwestern Law School (J.D., *summa cum laude*)
- University of Southern California (MBA, Finance)
- University of Brasilia (B.A., Business and International Relations)

Languages

- Spanish
- Portuguese

Professional Memberships & Activities

- ProVisors, Member (2021-Present)
- Snell & Wilmer Global Connection Newsletter, Co-Editor (October 2019-Present)
- Snell & Wilmer LGBTQ+ Affinity Group, Co-Chair (2021-Present)
- Inner-City Arts
 - Board of Directors
 - Member (2020-2023)
 - Officer, Secretary (2022-2023)
- Brazil California Chamber of Commerce (2019-2023)
- University of Southern California Lambda LGBT Alumni Association
 - Board of Directors, Member (2019-2022)
- Community Association Institute (2014-2022)
 - Publications Committee Member (2018-2021)
 - Legislative Committee Member (2018)

Representative Presentations & Publications

Publications

- [“Calif. Web Tracking Cases Show Courts’ Indecision Over CIPA,”](#) Author, Law360 (June 5, 2024)

- [“Ruling Signals Wave Of CIPA Litigation May Soon End,”](#) Author, Law360 (April 8, 2024)
- [“Contradictory CIPA Rulings Leave Both Sides Saying They’re Right,”](#) Quoted, Daily Journal (April 8, 2024)
- [“Hickory Farms Win Shows How To Defend Consumer Privacy Claims,”](#) Quoted, Daily Journal (March 18, 2024)
- [“5 Women Litigators Reflect on Their Paths to Partnership at Second Hundred Law Firms,”](#) Quoted, Law.com (August 3, 2023)
- [“How I Made Partner: ‘Be Vocal and Express Your Interest in Making Partner Early,’ Says Patricia Brum of Snell & Wilmer,”](#) Quoted, Law.com (July 26, 2022)
- [“Business of Pride: Valley Companies Share Their Blueprint for Creating Diverse and Inclusive Cultures,”](#) Quoted, Phoenix Business Journal (June 4, 2021)
- [“Delaware Supreme Court Holds That Fraud is Insurable,”](#) Author, The Delaware Court of Chancery, Delaware Supreme Court, and Delaware Bankruptcy Blog (April 15, 2021)
- [“What Kind of Flag Can I Fly Outside My House?”](#) Quoted, The New York Times (April 20, 2021)
- [“Facebook v. Duguid – Opting for Narrow ATDS Definition, Supreme Court Issues Game-Changing TCPA Decision,”](#) Co-Author, Snell & Wilmer Legal Alert (April 13, 2021)
- [“President Biden’s “Buy American Order” Is Likely to Make It More Difficult for Foreign Companies to Supply Their Products to Federally-funded Projects,”](#) Author, Snell & Wilmer Global Connection (March 15, 2021)
- [“COVID-19 and the Workplace,”](#) Author, Countertops & Architectural Surfaces (March 3, 2021)
- [“TCPA Multi-Million Dollar Class Action Suits Continue to Batter the Cannabis Industry,”](#) Author, Snell & Wilmer Legal Alert (January 22, 2021)
- [“California Supreme Court Rules That Dynamex ABC Test Applies Retroactively,”](#) Co-Author, Snell & Wilmer Legal Alert (January 19, 2021)
- [“How A Dispute Between Flooring Companies May Lead to the Invalidation of Section 301 Tariffs on All Imports from China Under List 3,”](#) Author, Snell & Wilmer Global Connection (September 21, 2020)
- [“A New Year’s Resolution That You Can Stick To: Being a Good Neighbor,”](#) Co-Author, Focus Magazine (December 2018)
- [“Frequently Asked Questions About Suspension of the Corporate Status of an Association,”](#) Author, Focus Magazine (October 2018)
- [“Idea Theft and Free Speech: A 9th Circ. Victory For Writers,”](#) Co-Author, Law360 (November 28, 2017)
- [“Landmark “Idea Theft” Court Decision Secured by KGSW,”](#) Co-Author, KGSW (November 17, 2017)
- [“Law License: How Undocumented Immigrants Can Make Their “American Dream” Reach as Far as the Practice of Law,”](#) Author, Southwestern Law Review (2014)

Presentations

- [“The TCPA Still Has Plenty of Bite to It,”](#) Presenter, In-House Legal Team for Major Banking Institution via Webinar (July 2023)
- [“Ninth Circuit Places Constitutional Limit on Aggregated Statutory Damages Awards in Wakefield v. ViSalus, Inc.”](#) Presenter, In-House Legal Team for a Major Banking Institution via Webinar (February 2023)

- “Wrong-Number TCPA Class Certification Based on Pre-Recorded Artificial Voice Calls,” Presenter, In-House Legal Team for a Major Banking Institution via Webinar (July 2022)
- "Understanding the Landscape of the Telephone Consumer Protection Act (TCPA) Litigation," Co-Presenter, Association of Corporate Counsel - Arizona Chapter, Phoenix, AZ (April 26, 2022)
- “TCPA Litigation Outlook 2022,” Presenter, In-House Legal Team for a Major Banking Institution via Webinar (October 2021)
- “Diversity in the Workplace: How Industry Leaders Have Successfully Implemented DEI Programs,” USC Lambda LGBT Alumni Association’s Panel Facilitator, USC Diversity, Equity, & Inclusion Week (March 9, 2021)
- "Inn of Court: SLAPP statute – Is that SLAPPable?" Panelist, Beverly Hills Bar Association, Southern California Business Litigators Section (February 2018)

Professional Recognition & Awards

- The Best Lawyers in America®: Ones to Watch, Project Finance Law, Real Estate Law (2024)
- [Southern California Super Lawyers, Rising Star, Business Litigation](#) (2023, 2024)
- [Women of Influence: Attorneys](#), Los Angeles Business Journal (2022, 2023)
- [Women's Leadership Award Nominee](#), Los Angeles Business Journal (2022, 2023)
- [Diversity, Equity, Inclusion, and Accessibility Visionary](#), Los Angeles Times B2B Publishing (2022, 2023)
- [Diversity, Equity + Inclusion Award Nominee](#), Los Angeles Business Journal (2022)
- [Leaders of Influence: Thriving in Their 40s Honoree](#), Los Angeles Business Journal (2021)

Previous Professional Experience

- Kulik Gottesman Siegel & Ware, LLP, Associate (2014-2018)
- United States District Court, Central District of California, Judicial Extern to the Honorable Consuelo B. Marshall (2013)
- Zucchi Granite Group, Manager, International Trade Division (2002-2011)
- Ernst & Young, International Trade Consultant, Legal Department (2000-2001)

Bar Admissions

- California

Court Admissions

- Supreme Court of California
- United States Court of Appeals, Ninth Circuit
- United States District Court, Central District of California