

## LOS ANGELES

120 Broadway, Suite 300  
Santa Monica, CA 90401-2386  
United States  
T: +1 310 576 2100  
F: +1 310 576 2200

BCLP has been committed to serving clients and the community of Los Angeles since 1979. Our team knows greater Los Angeles, its industries, businesses and communities, and has watched the city transform into a dynamic global economic engine. We strive every day to make a difference for our clients and our communities by providing cutting edge, collaborative professional services. We are driven by our shared core values, among them an unwavering commitment to inclusion, excellence, innovation, community service and deep knowledge of our clients' businesses and the legal and regulatory environments in which they operate.

Together, we provide substantial *pro bono* support and have collaborated with our clients on a variety of *pro bono* projects, including working with Public Counsel and One Justice. We contribute to a wide range of non-profits, including Bet Tzedek, Constitutional Rights Foundation, Inner City Law Center, Juvenile Diabetes Research Foundation, Kids in Need of Defense, and Legal Aid Foundation of Los Angeles. Our attorneys also are leaders in local business community, serving on a number of area boards, including the Los Angeles Area Chamber of Commerce and the Los Angeles County Bar Association. Our team frequently has been selected by the *Los Angeles Business Journal* as one of the "Best Places to Work in Los Angeles."

We leverage our relationships and knowledge to collaborate seamlessly for our clients, bringing the best of each lawyer's skills to the team. We partner with our clients to implement the most effective delivery of legal services and critical information, with assistance from our innovation, operations and technology teams.

### THE LOS ANGELES ENTREPRENEURIAL ECOSYSTEM

#### Serving Silicon Beach & Beyond

Working with Silicon Beach businesses longer than any other Am Law 100 Firm.

The lawyers in our Los Angeles office advises sophisticated corporate clients, high net worth individuals and family offices, and emerging companies in a variety of areas, including: [commercial disputes](#), [class actions](#), [technology](#), [corporate](#), [franchise](#), [employment](#), [consumer financial services litigation](#), [intellectual property](#), [real estate](#), and [restructuring and insolvency](#).

## **CLASS & DERIVATIVE ACTIONS**

Led out of our Los Angeles office, defense of class actions has been at the heart of BCLP's litigation practice for more than 25 years, including defending class claims in antitrust, consumer fraud, breach of warranty, contract, environmental tort, and other regulatory claims against manufacturers, retailers, financial institutions, and insurance carriers.

## **COMMERCIAL DISPUTES**

Half of our Los Angeles lawyers are litigators in a variety of specialties including financial services, hospitality, manufacturing, transportation, food and beverage, energy, technology, retail, product liability, and non-profit organizations. Our litigators are also skilled in arbitration and alternative dispute resolution.

## **CONSUMER FINANCIAL SERVICES LITIGATION**

We represent some of the largest financial institutions in the world in consumer class actions, mass actions, commercial disputes, secondary market disputes, and other consumer finance litigation. Our clients include banks, mortgage companies, mortgage servicers, credit card issuers, and insurance companies.

## **CORPORATE**

We regularly advise clients in a broad range of transactional matters, including mergers, acquisitions, and divestitures; initial formation and capitalization; intellectual property protection and licensing; and public and private offerings of debt and equity securities, including venture capital financing, strategic alliances, recapitalizations and corporate restructurings, and joint ventures. Lawyers in our emerging companies practice represent startup and emerging growth companies in every stage of development from inception through entry into the public markets or sale.

## **EMERGING COMPANIES**

Located in the heart of Silicon Beach, our office is uniquely positioned to assist start-up ventures and emerging companies from the ground up. Our attorneys represent many companies that began as start-ups and are now multimillion dollar enterprises. We partner with these companies by offering tailored services, including serving as “outside general counsel,” analyzing corporate structures, creating corporate formation documents, negotiating and drafting contracts, advising on intellectual property issues, and counseling on financing with investors.

## **FRANCHISE & DISTRIBUTION**

Led out of our Los Angeles office, BCLP's Chambers USA-rated franchise practice has a world-class reputation as a firm of choice for franchisors. We have more California Board Certified franchise specialists than any other law firm. Our lawyers represent clients in myriad industries, including restaurant and food distribution, automotive, hotels and lodging, alcohol distribution, and agriculture.

## **INTELLECTUAL PROPERTY**

Our attorneys provide strategic counsel in all areas of intellectual property law, with an emphasis on patent strategy, preparation, prosecution, and litigation; selection and protection of trademarks, trade names, product configurations, and trade dress; as well as copyright and trade secret matters. We have broad experience advising clients with respect to the management of their intellectual property portfolios, including maintaining and enforcing their rights through settlement, arbitration, and litigation before the Patent & Trademark Office and the Copyright Office.

## **EMPLOYMENT & LABOR**

Our lawyers have extensive experience representing employers with respect to almost all aspects of labor and employment relations, including employment discrimination, wage and hour, employment contracts and policies, and related litigation. We advise employers on employee terminations, reductions in force, leaves, non-compete and trade secrets, and labor and employment law compliance; draft employee handbooks, policies, and agreements; and provide compliance training for management.

## **REAL ESTATE**

We represent private equity funds, banks, real estate companies, and real estate investment trusts in a wide variety of real estate transactions. Our experience includes advising lenders and borrowers in loan financing transactions as well as representing sellers and purchasers in the purchase, sale, and financing of commercial properties across asset classes, including office,

retail, hotel, gaming, and healthcare in both domestic and international transactions. We also represent clients in the negotiation and structuring of joint ventures and in leasing transactions.

## **RESTRUCTURING AND INSOLVENCY**

We have extensive experience in a wide array of insolvency matters from various perspectives, including representation of creditors, individual and corporate debtors, trustees, and creditors' committees. Our clients in this area include parties engaged in banking, real estate, consumer electronics, healthcare, restaurant, garment, entertainment, and retail sales industries.

## **TECHNOLOGY TRANSACTIONS**

Our attorneys provide rapid, thorough responses to client needs arising across a wide spectrum of technology transactions – from licenses, joint ventures, procurement and development transactions, to the security and privacy policies that govern your systems. We also provide strategic counsel to companies doing business on online, including drafting and negotiating web development, web hosting, colocation, linking, domain name purchase, advertising, and similar Internet-related business agreements.

## **MEET THE TEAM**



### **Puanani E. Norwood**

Office Managing Partner - Los Angeles, Los Angeles / Kansas City  
[puanani.norwood@bclplaw.com](mailto:puanani.norwood@bclplaw.com)  
[+1 310 576 2184](tel:+13105762184)

## **RELATED INSIGHTS**

Awards  
Nov 06, 2025

## **BCLP Recognized in the 16th Edition of the Best Law Firms in America 2026 Guide**

News

Nov 06, 2025

### **Puanani Norwood Recognized as Outstanding Alumni**

Blog Post

Sep 02, 2025

### **PFAS in Consumer Products: State-by-State Regulations**

Manufacturers, distributors, and retailers of consumer products across a broad spectrum of industries are being impacted by state laws regulating the presence of per- and polyfluoroalkyl substances ("PFAS") in their products. This area is rapidly developing as states create new laws or amend existing ones, and the penalties and litigation risks for non-compliance can be significant.

Insights

Sep 02, 2025

### **PFAS in Consumer Products: State-by-State Regulations**

Manufacturers, distributors, and retailers of consumer products across a broad spectrum of industries are being impacted by state laws regulating the presence of per- and polyfluoroalkyl substances ("PFAS") in their products. This area is rapidly developing as states create new laws or amend existing ones, and the penalties and litigation risks for non-compliance can be significant.

Insights

Aug 19, 2025

### **California Climate Reporting Deadlines Loom After Denial of Preliminary Injunction**

Insights

Apr 24, 2025

### **Understanding the Litigation Privilege**

News

Jan 28, 2025

### **BCLP Los Angeles Managing Partner Named a Leader of Influence by the Los Angeles Business Journal**

Awards

Jul 30, 2024

### **Bloomberg Law Names Christian Bromley as 2024 Top Attorney Under 40**

News

Jun 28, 2024

### **BCLP Partner Puanani Norwood Featured In Law.com's 'How I Made Partner'**