



ALEXANDRA C. WHITWORTH

Partner

San Francisco

E: alex.whitworth@bclplaw.com

T: [+1 415 675 3463](tel:+14156753463)

BIOGRAPHY

Alex Whitworth, who serves as co-leader of the firm's Consumer Fraud team, has broad experience representing corporations and individuals in all stages of civil litigation including appeals. Her practice focuses primarily on complex consumer disputes and intellectual property litigation. She has represented clients in numerous industries, including software, retail/fashion, agribusiness, pharmaceutical, the gig economy, fintech, traditional financial services, media, and entertainment.

In the intellectual property arena, Alex advises a well-known footwear company on global strategy for protecting its brand through enforcement of trademark and other IP rights. Additionally, she has represented both plaintiffs and defendants in numerous trademark, trade secret, patent, and unfair competition cases.

In her consumer disputes practice, Alex has defended financial institutions and other corporate clients in some of their most high-stakes matters including claims for product liability, negligence, fraud, breach of contract, and elder abuse, among others. She has significant experience with consumer-protection statutes such as the Fair Credit Reporting Act (and California's counterpart), Fair Debt Collection Practices Act, Telephone Consumer Protection Act, and California's Unfair Competition Law. In addition to working on complex class actions and multi-district litigations, she also manages teams of lawyers handling high-volume single-plaintiff litigation for some of the largest retail banks and loans servicers in the country. The favorable results she has obtained for her clients are numerous.

Prior to joining BCLP, Alex worked at a large law firm in New York City and served as a law clerk for the Honorable Jay P. Cohen of the Florida Fifth District Court of Appeal. While clerking, she was also an adjunct faculty member at the Barry University School of Law, where she taught advanced appellate writing. Alex graduated with honors from the University of California, Santa Barbara and the Duke University School of Law. While in law school, she served as an editor for the *Duke Law Journal* and the *Duke Forum for Law and Social Change*.

AREAS OF FOCUS

- Consumer Fraud

CIVIC INVOLVEMENT & HONORS

- *Best Lawyers in America: Ones to Watch* - Intellectual Property Litigation, 2024 - 2025

COMMITTEE CONTENT

Recruiting Committee

Associate Task Force

CLERKSHIPS

Clerkship, Honorable Jay P. Cohen, Florida Fifth District Court of Appeal, 2013-2015

ADMISSIONS

- California, 2015
- New York, 2013

EDUCATION

- Duke University, J.D., cum laude, 2012
- University of California-Santa Barbara, B.A., high honors, 2009

RELATED PRACTICE AREAS

- Class Actions & Mass Torts
- Environmental and Toxic Tort Team
- Financial Services
- Catastrophic Accidents
- Consumer Products
- Food, Ag & Nutrition
- Insurance (Class Actions)
- Pharmaceutical & Medical Devices (Class Actions)
- Pharmaceutical & Medical Devices (Mass Torts)
- Healthcare & Life Sciences
- Regulation, Compliance & Advisory
- Litigation & Dispute Resolution
- Trademark Litigation
- Intellectual Property and Technology Disputes
- Crypto and Digital Assets
- Trademark Prosecution, Counseling and Protection Services
- Appellate
- Consumer Finance Disputes
- Enforcement
- Litigation
- Regulation
- Consumer Fraud
- M&A Disputes
- Trade Secrets
- Class Actions
- Business & Commercial Disputes
- Mass Torts & Product Liability

RELATED INSIGHTS

Awards

Aug 17, 2023

The Best Lawyers in America® 2024

News

Aug 13, 2021

BCLP Represents Client Dr. Martens in Trademark Trial Win

News

Nov 06, 2020

BCLP Elects 20 New Partners