

# Daily Journal

JANUARY 24, 2024

## LEADING COMMERCIAL LITIGATORS 2024



**VICTOR JIH**

Wilson Sonsini Goodrich  
& Rosati

Century City

Litigation

**V**ictor Jih, a partner at Wilson Sonsini Goodrich & Rosati, has made a significant impact in the legal field since his arrival, coinciding with the onset of the pandemic. With a rich background in entertainment and media disputes, he has successfully leveraged Wilson Sonsini's technological prowess, leading to the establishment of a robust 30-plus lawyer office in Century City. His tenure is marked by notable leadership alongside corporate partner Kathy Ku.

Jih has been at the forefront of high-profile cases, including the TikTok Privacy Litigation concerning the alleged improper sharing of private health information through tracking software on Hey Favor's (formerly "The Pill Club") website. The complex litigation involves major industry players like TikTok, Meta, ByteDance, and FullStory Inc. Additionally, his strategic legal acumen was instrumental in reversing a trend in California's auto-renewal litigation, significantly impacting similar ongoing cases,

notably in the matter involving Google. Beyond his professional achievements, Jih dedicates considerable time to mentoring high school students in speech and debate, showcasing his commitment to nurturing future talent. His coaching efforts have yielded remarkable results, consistently placing his students among the nation's top debaters. His contributions extend beyond local coaching, as he has held leadership roles in both state and national debate organizations, emphasizing his dedication to the field.

Jih's dynamic personality and skills, which were highlighted during his victorious stint on "The Amazing Race," underscore his ability to thrive in challenging environments, a trait that resonates with his professional journey. His exceptional work and influence in internet litigation were recognized in September 2023 when he was named "Internet Litigation Lawyer of the Year" by the Century City Bar Association, a testament to his prowess and reputation in the legal domain.