

WILSON SONSINI

Colleen Bal

PARTNER

Litigation
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FOCUS AREAS

Class Action Litigation
Consumer Litigation
Data, Privacy, and
Cybersecurity
Internet Strategy and
Litigation
Litigation
Trade Secret Litigation
Trademark and Copyright
Litigation
Trial

HIGHLIGHTS

Experienced Trial Lawyer

Colleen is a nationally recognized, first-chair trial lawyer and technology litigator with a proven track record. In June 2025, Colleen was named “Litigator of the Week” for first chairing a Wilson Sonsini team to a complete defense verdict for Google in a \$1.3 billion advertising technology case. She has obtained verdicts for plaintiffs and defendants in difficult and high-profile cases, as well as countless successful outcomes resulting from pre-trial practice. Among her recent victories, Colleen led trial teams in obtaining a directed verdict in a multimillion-dollar trademark case in the Western District of Texas and a multimillion-dollar plaintiff’s verdict in a commercial case in the Eastern District of California.

Precedent-Setting Disputes

Colleen has handled precedent-setting cases across a variety of subject-matter areas, including copyright, advertising, trademark, contract, privacy, and trade secret law.

A Recognized Practitioner

Colleen was recognized as a “Leading Global Cyber Lawyer” by *Lawdragon* in 2024 and 2025, among *The Recorder’s* “Women Leaders in Tech Law” in 2017, and among the *Daily Journal’s* list of “Top 100 Women Lawyers in California” in 2015, and named in Northern *California Super Lawyers* from 2016-2025.

EXPERIENCE

Colleen Bal is a nationally recognized trial lawyer in Wilson Sonsini's San Francisco office. She has a proven track record of handling difficult and high-profile cases for leading technology, life sciences, and financial companies. She is particularly adept at communicating with juries and judges, presenting case themes, and making good on her team’s strategies. Over the course of her career, Colleen has also obtained countless pre-trial victories. She recently won summary judgment for a venture capital company in a fraud case pending in the Complex Division in the San Francisco Superior Court and defended a motion for preliminary injunction against an advertising company in the Northern District of California.

Since joining the firm more than 25 years ago, Colleen has amassed tremendous experience across a broad range of copyright, internet, advertising, contract, trademark, and trade secret matters. She combines intellectual depth, sophistication, and strategic insight with the practical ability to get the job done in any forum.

Colleen is a member of the board of directors of the Wilson Sonsini Foundation and the Lawyers Committee for Civil Rights of the San Francisco Bay Area.

CREDENTIALS

Education

- J.D., Harvard Law School
Cum Laude
- B.S., Biology and Psychology, Duke University
Magna Cum Laude, Concentration in Neuroscience

Honors

- Named among *Lawdragon's* 2026 "500 Leading Litigators in America"
- Named "Litigator of the Week" by *The American Lawyer* for first chairing a Wilson Sonsini team to a complete defense verdict for Google in a \$1.3 billion advertising technology case
- Selected for inclusion in the 2024 and 2025 editions of *Lawdragon's 500 Leading Global Cyber Lawyers* guide
- Named to *The Recorder's* list of "Women Leaders in Tech Law" in 2017
- Named by the *Daily Journal* as one of the "Top 100 Women Lawyers in California" for 2015
- Recognized in the 2016-2025 editions of *Northern California Super Lawyers*

Admissions

- State Bar of California
- U.S. District Court for the Central District of California
- U.S. District Court for the Eastern District of California
- U.S. District Court for the Northern District of California
- U.S. Court of Appeals for the Federal Circuit
- U.S. Court of Appeals for the Third Circuit
- U.S. Court of Appeals for the Ninth Circuit
- U.S. Supreme Court
- U.S. Patent and Trademark Office

MATTERS

Select Litigation Wins

- *ReactX LLC v. Google LLC* (Los Angeles Superior Court) (led team in obtaining complete defense verdict after six-week jury trial in which the plaintiff software company sought \$1.3 billion for trade secret misappropriation and breach of contract)
- *Navon v. Innovius, et al.* (San Francisco Superior Court, Complex Division) (won summary judgment on behalf of venture capital company in breach of contract, fraud, and securities fraud action)
- *Mannu Singh v. Illusory Sys., Inc.*, 727 F. Supp. 3d 500 (D. Del. 2024) (won motion to dismiss RICO claims on behalf of cryptocurrency company)
- *Alphonso Inc. v. Tremor Video, Inc.*, No. 22-cv-03629-NC, 2022 U.S. Dist. LEXIS 233195 (N.D. Cal. Oct. 31, 2022) (defeated motion for preliminary injunction for trade secret misappropriation, causing plaintiff to drop its case)
- *Rex Real Estate I, L.P. v. Rex Real Estate Exchange, Inc.* (W.D. Tex.) (led team to a directed verdict for the defense in trademark case where plaintiff and defendant shared the same name)
- *G.P.P., Inc. d/b/a Guardian Innovative Solutions, Inc. v. Guardian Protection Products, Inc.* (E.D. Cal.) (led team to a multimillion-dollar jury verdict in a commercial contract dispute, following successful appeal)
- *G.P.P., Inc. d/b/a Guardian Innovative Solutions, Inc. v. Guardian Protection Products, Inc.*, 788 F. App'x 452 (9th Cir. 2019) (reversing unfavorable summary judgment rulings after trial of contract case)
- *GSI Technology, Inc. v. United Memories, Inc. & Integration Silicon Solution, Inc.* (N.D. Cal.) (won a complete defense verdict after month-long trade secrets jury trial)
- *Dropbox, Inc. v. Thru, Inc.*, 728 Fed. Appx. 717 (9th Cir. 2018) (affirming grant of summary judgment and award of attorney fees and costs in trademark dispute)
- *In re Google Inc.*, 806 F.3d 125 (3rd Cir. 2015) (affirming dismissal of federal claims in multi-district privacy class action)
- *Cal. Building Indus. Assoc. v. San Jose*, 61 Cal. 4th 435 (2015) (affirming decision rejecting challenge to constitutionality of city housing ordinance protecting low-income residents)
- *In re Nickelodeon Consumer Privacy Litigation*, 2014 WL 3012873 (D.N.J. July 2, 2014) (won motion to dismiss Wiretap Act, Stored Communications Act, Video Privacy Protection Act, and state claims against Google in multi-district privacy class action)
- *Righthaven, LLC v. Hoehn, et al.*, 716 F.3d 116 (9th Cir. 2013) (affirming dismissal of copyright action)

- *In re Live Concert Antitrust Litigation*, 863 F. Supp. 2d 966 (C.D. Cal. 2012) (won summary judgment for Live Nation and Clear Channel in antitrust action alleging inflated ticket prices)
- *TSMC North America v. Semiconductor Manufacturing International Corp.*, 161 Cal. App. 4th 581 (2008) (affirming denial of motion for antisuit injunction, seeking to enjoin claims brought in People's Republic of China against semiconductor manufacturer)
- *KinderStart.com, LLC v. Google, Inc.*, 2007 WL 831806 (N.D. Cal. March 16, 2007) (won dismissal with prejudice constitutional, antitrust, Lanham Act, and state law claims based on plaintiff's ranking in Google's search engine results)

INSIGHTS

Select Publications and Speaking Engagements

- Presenter, "Trade Secrets for In-House Counsel: Save Your Companies Millions with Practical Steps for Protection and Defense," Wilson Sonsini Client MCLE Day, March 2026
- Presenter, "Ruptured Relationships: Thinking Ahead to Trial so that You Won't Be on Trial," IP Symposium, Association of Corporate Counsel San Francisco Bay Area, September 2025
- Presenter, "Ethical Issues in Trial Practice," Wilson Sonsini Client MCLE Day, December 2016
- Moderator, "Protecting Genomic Information: What Rights Do You Have and What Rights Should You Have?" San Francisco Bar Association, November 2014
- Presenter, "New Developments in Privacy Law," Wilson Sonsini Client MCLE Day, December 2013
- Co-author with E. Stern, "Copyright vs. Trademark: There's a Lot to Be Learned from Betty Boop," *Intellectual Property Strategist*, June 1, 2013
- Contributing writer, *Understanding Developments in Cyberspace Law*, Thompson Reuters/Aspatore 2013
- Co-author, "U.S. Supreme Court Issues New Decision Addressing Application of Class Arbitration Waivers to Claims Brought Under Federal Law," Wilson Sonsini Alert, June 24, 2013
- Co-author with S. Andrews, "Caution! Social Media Can Get You into Trouble," *Eye on Privacy*, March 2013
- "Class Action Fairness Act," Wilson Sonsini Alert, March 20, 2013
- Presenter, "Dangerous Loose Ends: The IP and Contract Issues Too Often Overlooked," Wilson Sonsini Client MCLE Day, December 2012