

## Victor Jih

PARTNER

Litigation  
Century City

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### FOCUS AREAS

Class Action Litigation  
Consumer Litigation  
Data, Privacy, and  
Cybersecurity  
Digital Media and  
Entertainment  
Electronic Gaming  
Internet Strategy and  
Litigation  
Litigation  
Trademark and Copyright  
Litigation

### HIGHLIGHTS

- **Wide-Ranging Client Industries**  
Victor has worked with clients in the internet, software hardware, and retail sectors and represents companies ranging from start-ups to motion picture studios and tech leaders.
- **A Recognized Leader**  
Victor has been named an influential minority lawyer in multiple publications and was selected as a top lawyer in *The Legal 500* in the areas of media and entertainment and copyright.

### EXPERIENCE

Victor Jih is a partner in the Century City office of Wilson Sonsini Goodrich & Rosati. A member of the firm's internet strategy and litigation practice, he has extensive experience as a commercial litigator in a wide range of complex business disputes at both the trial and appellate levels.

With an emphasis on intellectual property and litigation in the entertainment and media industry, Victor has also worked with clients in the internet, software, hardware, and retail sectors. He represents companies ranging from start-ups to motion picture studios and technology leaders in First Amendment, unfair competition, consumer privacy, class action defense, contract, employment law, and other commercial litigation matters. Victor draws upon his diverse legal experience—and his sophisticated understanding of intellectual property issues in business disputes—to develop novel solutions to his clients' most difficult and complex problems.

In addition to his litigation work, Victor counsels clients on how to avoid legal risk, including ways they can protect their intellectual property and related issues such as fair use and infringement.

Prior to joining Wilson Sonsini, Victor was a partner in Irell & Manella's Los Angeles office. He began his legal career with O'Melveny & Myers in 1996 and became partner in 2003.

### CREDENTIALS

#### Education

- J.D., Harvard Law School, 1996  
*Magna Cum Laude; Member, Board of Student Advisors*
- B.A., Political Science and Ethics in Society, Stanford University, 1993  
*With Distinction and Honors, Phi Beta Kappa*

#### Associations and Memberships

- Member, Copyright Society of the USA
- Member, International Trademark Association

- Member, British American Project

### Honors

- Named among Lawdragon's "500 Global Entertainment, Sports & Media Lawyers," 2025
- Named among Lawdragon's "500 Leading Litigators in America," 2025-2026
- Named a finalist for "Entertainment Lawyer of the Year" for *The Recorder's* CA Legal Awards 2024
- Recognized among 2024 "Leaders of Influence: Litigators & Trial Attorneys" by *Los Angeles Business Journal*
- Selected for inclusion in the 2024-2026 editions of the Lawdragon's *500 Leading Global Cyber Lawyers* guide
- Named 2023 "Internet Litigation Lawyer of the Year" by the Century City Bar Association
- Selected as a top lawyer in *The Legal 500* in the areas of media and entertainment and copyright, 2016, 2018-2019
- Named among the "Most Influential Minority Lawyers" by the *Los Angeles Business Journal*, 2016
- Named to the *Southern California Super Lawyers* "Rising Stars" list, 2011-2013
- Ranked among the "Top 40 Minority Attorneys Under 40" by *The National Law Journal*, 2011

### 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 Second Circuit
- U.S. Court of Appeals for the Fourth Circuit
- U.S. Court of Appeals for the Ninth Circuit

## INSIGHTS

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### Select Publications

- "Stop Killing Games' Campaign Seeks to Prevent Video Game Publishers from Taking Games Offline," Wilson Sonsini Alert, May 30, 2024
- "New Test for Strict Liability Lawsuits," *Daily Journal*, January 27, 2016

### Select Speaking Engagements

- Panelist, "Hot Topics in Advertising for Cutting Edge Fashion, Beauty, and Entertainment Brands," Los Angeles, California, May 24, 2023
- Moderator, *Variety* Roundtable: State of the Industry, with Cynthia Littleton, Co-Editor-in-Chief, *Variety*, and Paul Debevec, Director of Research at Netflix and Adjunct Professor at USC, LA AI, AI on the Lot 2023, May 2023
- Panelist, "Navigating U.S. Business Disputes: A UK/European Company's Guide to Avoiding U.S. Litigation," Wilson University, November 2020
- "COVID-19 and Force Majeure Clauses," Client CLE Presentation, June 2020
- "Pre-1972 Sound Recordings," CSUSA Mid-Winter Meeting, February 2015
- "Bottom of the Ninth (Circuit): Pirates 1, Yankees 1-What Happened to the Napster Decision?" CLE International, Film & Television Law, June 2004
- "Violence in the Media," CwLE International, Film & Television Law, August 2001