



→ Anne-Marie D. Dao

Associate

650 Town Center Drive
Tenth Floor
Costa Mesa, CA 92626

T: +1.858.720.8963

F: +1.858.523.6714

adao@sheppardmullin.com

Anne-Marie D. Dao is an associate in the Intellectual Property and Business Trial Practice Groups in the firm's San Diego (Del Mar) office.

Areas of Practice

Anne-Marie is a skilled trial litigator whose practice focuses on privacy and general business litigation. She is a zealous advocate for her clients. Her client-driven approach allows her to achieve results tailored to the needs of each specific client, in everything ranging from negotiating early settlements to bet-the-company litigation for her clients.

Anne-Marie manages cases from filing through trial. She represents clients in a wide variety of intellectual property, complex commercial, class action, and privacy matters. Anne-Marie's intellectual property matters include leading litigations involving trademark infringement, copyright infringement, and trade secret cases.

Anne-Marie's practice focuses on advising and defending corporate clients against privacy class action suits alleging the California Consumer Privacy Act, Telephone Consumer Protection Act, and the Fair Credit Reporting Act. Anne-Marie also counsels litigation clients on various business issues and manages disputes through alternative dispute resolution.

Honors

Best Lawyers One to Watch, 2021-2025

Super Lawyers San Diego Rising Stars, 2020-2022

Articles

- Top Trends in US Privacy Litigation and Enforcement in 2025
Managing IP, 12.19.2025
- Shopify En Banc Loss Opens Courthouse Doors for E-Commerce Cases
Bloomberg Law, 05.20.2025
- Cos. Should Mind Website Tech As CIPA Suits Keep Piling Up
Law360, 04.12.2024
- HHS' Updated Tracking Tech Guidance Offers Little Clarity
Law360, 03.27.2024

- Eye on Privacy: 2023 Year in Review
01.26.2024
- All 'Panned' In: Latest Privacy Litigation Trend Alleges Internet Technologies Are Illegal Pen Registers
Law.com, 12.26.2023
- My Health My Data! Washington Poised to Upend How Companies Handle Health Information
CPO Magazine, 06.26.2023
- Washington's Health Data Privacy Law Raises Compliance Hurdles
Bloomberg Law, 05.02.2023
- Eye on Privacy 2021 Year in Review
01.11.2022
- Key Legal Developments in Privacy and Data Security in 2020 and Gazing Ahead to 2021
The Review of Banking & Financial Services, July 2021

Privacy Law Blog Posts

- "Scraping the Bottom of the Barrel: X Corp. Sues Bright Data Over Site Scraping," August 29, 2023
- "Where Do We Stand?: EU to US Data Transfers," June 9, 2023
- "Iowa Becomes Sixth State with Comprehensive Privacy Law," April 11, 2023
- "Illinois High Court Rules "Per-Scan" Damages Can Be Awarded Under BIPA," March 2, 2023
- "California AG Takes Aim At Customer Loyalty Programs," February 23, 2022
- "Australia Objects to 7-Eleven's In-Store Use of Facial Recognition Technology," November 17, 2021

Media Mentions

Litigator of the Week Runners-Up and Shout Outs
American Lawyer, 01.05.2024

Judge Rips Fla. Agency As TM 'Bully' In Online School Row
Law360, 01.03.2024

Memberships

Member, J. Clifford Wallace Inn of Court

Former Executive Committee Member, Intellectual Property Law Section, State Bar of California

Former Social Media Liaison, Intellectual Property Law Section, State Bar of California

9th Circuit Reporter, New Matter, Intellectual Property Law Section, State Bar of California

Chair Litigation Interest Group, Intellectual Property Law Section, State Bar of California

Education Chair, Intellectual Property Law Section, State Bar of California

Practices

Litigation

Class Action Defense

Intellectual Property

Copyrights

Trademarks and Trade Dress

False Advertising, Lanham Act and Unfair Competition

Privacy and Cybersecurity

California Consumer Privacy Act (CCPA)

Telephone Consumer Protection Act (TCPA)

Education

J.D., UC Davis, 2011

B.A., UC Irvine, 2006, *Departmental Honors; Order of Merit*

Admissions

California

Additional Office

San Diego (Del Mar)