



→ Joy O. Siu

Associate

Four Embarcadero Center
Seventeenth Floor
San Francisco, CA 94111

T: +1.415.774.3108
F: +1.415.403.6226
jsiu@sheppardmullin.com

Joy Siu is an associate in the Antitrust and Competition Practice Group in the firm's San Francisco office.

Areas of Practice

Joy's practice focuses on litigating antitrust and competition cases arising under the Sherman and Clayton Acts, as well as state antitrust, consumer protection, and unfair competition statutes in multidistrict litigation, class actions, and private civil suits. Joy also has substantial experience representing companies before the government during merger review and in investigations by federal agencies and state attorneys general into alleged violations of antitrust and consumer protection laws, including the Sherman Act, Robinson-Patman Act, Section 5 of the FTC Act, and product mislabeling and deceptive advertising claims. She represents clients across a broad array of industries, including food and beverage, healthcare, cement, construction, consumer electronics and retail, artificial intelligence, digital advertising, and automotive software and finance.

Joy is an active alumna of UC College of the Law, San Francisco (formerly UC Hastings), where she has served on the Board of Governors since 2016 as the Co-Chair of the Employment and Employer Relations Committee and former Co-Chair of the Student Liaison Committee. She has also taught Legal Research and Writing at the school and currently serves as a mentor to students in the Women's Law Society and Honors Society.

Honors

"Ones to Watch," *Best Lawyers*, 2024-2026

Northern California Rising Star, *Super Lawyers*, 2019-2025

Recommended Lawyer: Antitrust - Civil Litigation/Class Actions: Defense, *Legal 500*, 2023

Articles

- Election Unlikely To Overhaul Antitrust Enforcers' Labor Focus
Law360, 10.22.2024
- The US FTC issues a Civil Investigation Demand to an artificial intelligence company following an investigation into the use of AI technology and its potential to promote unfair methods of competition (OpenAI Chat GPT)
Concurrences, 09.01.2023
- Labor Collusion Loss Will Shape DOJ's Case Strategy
Law360, 05.09.2023

- Between a Rock and a Hard Place: Vitamin C and the Future of U.S. Antitrust Enforcement Against Chinese Companies
The Legal 500 - Cartels Country Comparative Guide, 04.03.2019

Antitrust Law Blog

- "Cement and Concrete Admixture Price Fixing Conspiracy Allegations Not Strong Enough to Survive Motion to Dismiss," July 9, 2025
- "Campaign Promises to Address Rising Prices at the Grocery Store Signal Stronger Price Gouging Investigations, Enforcement Actions, and Prohibitions to Come," November 1, 2024
- "Final Word on Final Rule? Texas District Court Eviscerates FTC's Non-Compete Ban," August 21, 2024
- "FTC Votes to Ban Noncompete Agreements," April 24, 2024
- "The FTC Hosts Workshop on Private Equity in Health Care," March 6, 2024
- "AI Under the Antitrust Microscope: Competition Enforcers Focusing on Generative AI from All Angles," August 9, 2023
- "A Big Deal: FTC and DOJ Issue Long-Awaited New Draft Merger Guidelines," July 20, 2023
- "DOJ Loses Third Consecutive Antitrust Labor Trial," March 24, 2023
- "Maybe the FTC Can't Take That to the Bank: The Supreme Court's Decision in *Liu v. SEC* and Its Implications for the FTC's Ability to Seek Equitable Monetary Relief," July 13, 2020

Class Action Defense Strategy Blog

- "Ninth Circuit Slams the Brakes on Nationwide Class Action Settlement; Choice of Law and Reliance Are Bumps in the Road," February 1, 2018
- "Dancing On Their Own: The California Supreme Court's Decision in *McGill v. Citibank, N.A.* that Class Action Waivers Do Not Apply to Claims for Public Injunctive Relief under California's Consumer Protection Laws," April 7, 2017

Construction Law Blog Posts

- *United Riggers & Erectors, Inc. v. Coast Iron & Steel Co.* </>" rel="noopener noreferrer" href="https://www.constructionandinfrastructurelawblog.com/2018/05/articles/construction-claims-and-litigation/united-riggers-coast-iron/">"It's All a Matter of [Statutory] Construction: Supreme Court Narrowly Interprets the Good Faith Dispute Exception to Prompt Payment Requirements in *United Riggers & Erectors, Inc. v. Coast Iron & Steel Co.*" May 16, 2018
- "'Good Faith' May Not Be Good Enough: California Supreme Court to Decide When General Contractors Can Withhold Retention," March 7, 2018
- "*Picerne Construction Corp. v. Castellino Villas* (Feb. 18, 2016, C071197)," January 23, 2017

Media Mentions

Seagate Hard Drive Buyers Lose 2nd Class Cert. Bid
Law360, 01.23.2019

Seagate Hard Drive Consumers Denied Class Cert.
Law360, 07.06.2018

Events

Competition Crosshairs on the Food and Beverage Industry: DOJ and FTC Priorities in a Changing Administration
Webinar, 11.06.2024

Podcasts & Webinars

Competition Crosshairs on the Food and Beverage Industry: DOJ and FTC Priorities in a Changing Administration
11.06.2024

Practices

Litigation

Appellate

Class Action Defense

Antitrust and Competition

Antitrust Counseling and Compliance

Appellate

California Antitrust and Unfair Competition Law

Consumer Protection

Criminal Antitrust and Cartel Investigations

Government Merger and Civil Conduct Investigations

Governmental

Healthcare Antitrust

Intellectual Property / Antitrust

Korea

Private Civil Antitrust Litigation

Industries

Advertising

Artificial Intelligence

Construction

Food and Beverage

Healthcare

Education

J.D., UC Hastings College of the Law, 2015, *cum laude*

M.A., Carnegie Mellon University, 2010

B.A., University of North Texas, 2009, *magna cum laude*

Clerkships

Externed for the Honorable Nathanael Cousins in the Northern District of California

Admissions

California

Nevada

U.S. District Court for the Northern, Central, Eastern, and Southern Districts of California

U.S. Court of Appeals for the Ninth Circuit

Federal District Court of Nevada