



## → Samuel Z. Hyams-Millard

### Associate

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Samuel Hyams-Millard is an associate in the Intellectual Property Practice Group in the firm's San Francisco office and a member of the Privacy & Cybersecurity Team.

### Areas of Practice

Samuel's practice focuses on privacy and complex commercial litigation matters in federal and California state courts. He has successfully defended claims brought under the California Invasion of Privacy Act (CIPA), Telephone Consumer Protection Act (TCPA), Fair Credit Reporting Act (FCRA), Consumer Legal Remedies Act (CLRA), California's False Advertising Law, California's Unfair Competition Law, the Lanham Act, and various other privacy, consumer protection, and unfair competition-related state and federal laws and regulations. Samuel has significant experience defending individual and class action matters in both litigation and arbitration.

Samuel also advises businesses on privacy compliance issues, including (1) adherence to state, federal, and international privacy and data security laws, (2) methods for properly collecting, using, storing, and sharing consumer data, and (3) strategies and best practices when preparing for and responding to data security incidents.

Previously, Samuel was an associate of an Am Law 50 firm where he represented clients in a wide variety of complex commercial litigation and privacy matters. While attending the University of California, Irvine School of Law, Samuel was Senior Research Editor and Lead Article Editor of the *UC Irvine Law Review*. While attending the University of California, Irvine as an undergraduate, Samuel was a two-time qualifier for the NCAA Division I Track and Field Championships and was honored as UC Irvine's Big West Male Scholar-Athlete of the Year in 2013.

### Honors

Best Lawyers: Ones to Watch, *Best Lawyers*, 2026

### Articles

- Old Law, New Risks: Navigating California's Shine the Light law  
*Daily Journal*, 10.21.2025
- Shopify En Banc Loss Opens Courthouse Doors for E-Commerce Cases  
*Bloomberg Law*, 05.20.2025

## Eye on Privacy Blog Posts

- "Ninth Circuit Upends Internet Personal Jurisdiction Law—Briskin v. Shopify," May 5, 2025

## Practices

Alternative Dispute Resolution

California Consumer Privacy Act (CCPA)

Class Action Defense

False Advertising, Lanham Act and Unfair Competition

Financial Services Litigation

Intellectual Property

Litigation

Privacy and Cybersecurity

Telephone Consumer Protection Act (TCPA)

Trade Secrets

## Education

J.D., University of California, Irvine School of Law, 2017

B.A., University of California, Irvine, 2013

## Admissions

California