BIRD MARELLA LLP

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Kimmy Yu

Attorney

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Practices:

Intellectual Property, Fraud, Qui Tam, Civil RICO, Entertainment, Complex Business Litigation

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Kimmy Yu is an attorney at Bird Marella. Her practice includes representing corporations and individuals in matters involving business disputes, shareholder disputes, breach of contract, breach of fiduciary duty, fraud, unfair competition, intellectual property disputes, and employment.

Ms. Yu has successfully litigated cases in both state and federal courts, as well as arbitration proceedings. She has extensive experience in all aspects of litigation, including law and motion practice, large e-discovery projects, and trials.

Ms. Yu is fluent in Cantonese and Mandarin Chinese and has a deep understanding of the Chinese culture and business practices. She received her law degree from Syracuse University School of Law, where she served as Student Attorney at the Securities Arbitration and Consumer In-House Clinic and the Pro Bono Bankruptcy Clinic. Ms. Yu received her B.A. from University of California, Berkeley.

Education & Admissions

- Syracuse University College of Law, J.D., 2009
- University of California, Berkeley, B.A., 2003

- California, 2009

Notable Matters

Currently representing the owner of a large-scale retail store in a shareholder dispute case where the plaintiff alleges 15 causes of action, including fraud and misrepresentation, among others.

Currently representing a famous Chinese actor in a fraud and misrepresentation case who was defrauded nearly $10 million in bogus investment opportunities.

Currently representing a client in a fraud and misrepresentation case who was defrauded of more than $5 million in bogus investment opportunities.

Successfully defended the owner of a large scale retail store chain in a breach of fiduciary duty and fraud case, resulting in dismissal of the case without leave to amend.

Won complete defense verdict in a federal jury trial for Pentius, LLC, a consumer-credit fintech company, on industry incumbent ConsumerDirect's trademark, false designation of origin, and intentional interference claims following a nearly two-week trial and just a few hours of deliberations.

Won in California Court of Appeal that resulted in a published decision upholding important California public policies related to the enforcement of certain consumer debts.

Represented world's largest electronics contract manufacturer in a ten-day arbitration hearing in Los Angeles, California.

Prevailed on motion for judgment on the pleadings against a licensed junket operator in Macau in a $10 million breach of contract lawsuit.

Successfully defended an independent aerospace manufacturing company in a long-running employment suit after multiple demurrers, resulting in dismissal of the case without leave to amend.

Successfully defended one of the largest American fashion retailers in a design copyright infringement lawsuit, obtaining a dismissal with prejudice by summary judgment.

Obtained favorable settlement terms on behalf of a large Taiwanese conglomerate and other lead defendants in a 34-defendant civil RICO and alter ego lawsuit.

Associations

- Member, Southern California Chinese Lawyers Association
- Member, National Asian Pacific American Bar Association

Articles & Publications

- Co-Author, "What To Expect As Calif. Justices Weigh Arbitration Fee Law," *Law360*, August 2025