

Bety Javidzad
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Bety Javidzad is a partner in the Litigation and Dispute Resolution practice who focuses on litigating complex commercial disputes. Among her national and international clients are ecommerce, advertising, media and digital media, fashion and retail, fintech, financial services, blockchain, food and beverage, dietary supplement and other consumer product and consumer facing companies.

Bety has defended some of the largest organizations in the US and globally against multibillion-dollar and multi-million dollar competitor suits involving claims of false advertising, unfair competition, defamation, trademark and copyright infringement, breach of contract, and business fraud, as well as against multibillion-dollar and multimillion-dollar class actions involving claims of false advertising, slack-fill, Telephone Consumer Protection Act (TCPA), privacy and automatic renewal law violations and various other consumer protection law claims, including claims related to trade secret and labor and employment law.

Through her years of experience representing and defending clients in connection with varied advertising, intellectual property, privacy and other consumer protection related claims across different mediums--websites, social media, media, product labeling and all other kinds of marketing--Bety has also become a pivotal resource for her clients on compliance measure, regularly advising her clients on how to proactively protect themselves from litigation exposure, saving her clients substantial monies, time and resources in the process.

Bety has a strong track record for resolving matters for her clients through early-stage strategy and communication, negotiated settlement, mediation, trial and arbitration. She is recognized by her clients for navigating the most direct and efficient route to victory, and keeping the client's best interests in mind.