



Priya Sopori

Partner

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Priya Sopori is founder and chair of Greenberg Glusker's Cannabis Industry Group and a member of the firm's Litigation Group.

Priya's legal savvy and deep courtroom experience—both as an award-winning veteran federal prosecutor and in substantial private practice—enable her to provide clients with the skilled representation and counsel they need during high-stakes trial and crisis situations.

Cannabis Experience

Working with clients who represent cannabis investment funds, manufacturers, distributors, and retailers, her practice touches nearly every link in the industry chain. She often acts as outside general counsel to cannabis clients by providing guidance on employment, contractual, real estate, and intellectual property matters as well as assisting with regulatory compliance concerns, including agency and/or government investigations.

Priya has successfully litigated the seizure of hundreds of thousands of dollars in cash by the government and successfully negotiated settlements in favor of her clients. She has also successfully negotiated favorable settlements in several trademark litigation matters, thereby protecting cannabis brands. Together with her clients, she has been on the vanguard of the battle against unlicensed cannabis shops and counterfeit cannabis products, sending countless cease and desist letters to protect her clients' brands.

In addition to writing articles in the Los Angeles Business Journal and speaking to media outlets such as Law360, the Associated Press, and NBC Los Angeles, she continues to warn state and local governments of the health and financial risks that counterfeit products and unlicensed cannabis shops pose to the public.

Business Litigation & Trial Experience

In addition to her cannabis expertise, Priya has extensive business litigation and trial experience involving intellectual property, copyright and trade-secret protection, licensing agreements for music and internet/television rights, international film financing and distribution, employer discrimination and sexual harassment, securities litigation, entertainment litigation, wrongful death, and white-collar crime.

Priya has won numerous defense verdicts, including a multimillion-dollar employment discrimination suit against a major insurer, and in suits against a successful developer, a noted Hollywood studio, and other high-profile clients. As an Assistant U.S. Attorney in the Central District of California, she indicted some 45 cases, tried numerous multi-week jury trials, and successfully prosecuted federal sex crimes against women and children, white-collar fraud, and cybercrimes, obtaining convictions.

Professional Affiliations

- [Women in Media](#), President of the Board
- Diavolo Dance, Board Member
- Executive Board Member (Treasurer), South Asian Bar Association of Southern California (2017- 2018)
- Board Member, South Asian Bar Association of Southern California (2014)
- Southern California Representative to the South Asian Bar Association of North America (2015, 2016)
- U.S. Executive Committee of the British-American Project (2016- 2018)
- Attorney Mentor, Leadership Council on Legal Diversity
- Adjunct Professor, La Verne College of Law
- Board Member, Women Lawyers Association of Los Angeles (2001)

Awards

- Named to [National Law Journal "Cannabis Law Trailblazers"](#), 2020
- Listed in [Southern California Super Lawyers](#) for Business Litigation, 2016-2021
- *Los Angeles Business Journal*, Minorities of Influence: Attorneys, 2021

Bar Admissions

- California

Court Admissions

- United States District Court for the Central District of California

Education

- University of Virginia School of Law (J.D., 2000)
- University of Pennsylvania (B.A., 1995)
 - English

Representative Matters

Representative Current Clients

- Anonymous Seeking Alpha blogger “Aurelius” against BofI (Bank of the Internet) in federal court disputes to determine Aurelius’ true identity.
- High-profile celebrity in connection with family matters, media relations, and government investigations.
- Celebrity-owned television network in multiple litigation matters.
- Financial services company in employment-related litigation.
- Private Medical Clinics in connection with United States’ government investigation.
- Financial investment company in connection with business litigation.

Representative Lead Trial Lawyer Experience

- Multi-week jury trial in downtown Los Angeles involving employment discrimination and other claims against a major insurance company. Defense verdict obtained.
- Multi-week jury trial involving 900+ victims in a nation-wide Ponzi scheme with multiple defendants. Convictions obtained.
- Multi-week jury trial involving prison assault at maximum security federal prison facility in California. Conviction obtained.
- Multi-week jury trial involving interference with flight crew on international flight landing at LAX. Conviction obtained.
- Multi-week jury in Federal Court involving alleged trademark and copyright infringement and misappropriation of trade secrets.
- Multi-week jury trial in Superior Court on behalf of major retailer involving breach of contract for multiple properties.
- Multi-week jury trial in Superior Court on behalf of individual defendants involving breach of contract in real estate case. Obtained directed verdict on all international torts.

Representative Lead Counsel Experience

- Obtained summary judgment in favor of major development company on trade dress and breach of contract claims, in which plaintiffs claimed defendant stole their design.
- Obtained summary judgment on contract claims brought against a major studio. Appellate Court affirmed grant of summary judgment.
- Demurred and obtained dismissal with prejudice of plaintiff’s tort claims brought against a major production company.

Insights

January 25, 2021

Two Greenberg Glusker Partners Selected to LABJ's "Minority Leaders of Influence: Attorneys" List
Los Angeles Business Journal

January 21, 2021

26 Greenberg Glusker Attorneys Selected to 2021 Southern California Super Lawyers
Super Lawyers

October 1, 2020

What People Miss About the Office, And What They Don't Miss At All
Law.com/Mid-Market Report

September 4, 2020

Cannabis Co-Chair Priya Sopori Recognized in National Law Journal's 2020 Cannabis Law Trailblazers
The National Law Journal

May 18, 2020

Cannabis in the Time of COVID: Where Things Stand and Where they are Going
Los Angeles Business Journal

January 15, 2020

23 Greenberg Glusker Attorneys Selected to 2020 Southern California Super Lawyers

November 25, 2019

5 State Marijuana Mandates Throwing Employers For A Loop
Law360

September 17, 2019

Knockoff pot vapes raise concerns for licensed companies
Associated Press

August 15, 2019

"Sextortion" Via 'Fortnite': How Video Games Can Open Doors for Predators
The Hollywood Reporter

July 24, 2019

CalSavers: Get Ready to Rock Enroll

July 18, 2019

Give Nothing Less: Minimum Wage Update

July 12, 2019

R. Kelly Is Facing 'a Minimum of 15 Years' in Prison on New Charges, Legal Expert Says
Variety

June 17, 2019

Email sextortion scams are on the rise and they're scary — here's what to do if you get one
CNBC

May 28, 2019

The Business of Cannabis: Counterfeit Cannabis - A Threat to Public Health

Los Angeles Business Journal

May 1, 2019

Real or Counterfeit? How to Avoid Cannabis Product Impostors in LA

NBC Los Angeles 4 News

March 8, 2019

Legal Experts Call R. Kelly's Interview with Gayle King a 'Terrible Mistake'

Billboard

January 31, 2019

24 Greenberg Glusker Attorneys Selected to 2019 Southern California Super Lawyers

January 18, 2019

Getting into the Weeds: Sorting Through the New Regulations on Cannabis

January 10, 2019

Amazon's Bezos and wife divorcing after 25 years

USA Today

September 27, 2018

Bill Cosby's Sentence: Experts Weigh Implications of the #MeToo Era

The Hollywood Reporter

September 25, 2018

Why Bill Cosby sentencing marks watershed moment for #MeToo

ScreenDaily

April 30, 2018

Bill Cosby's Jury Says #MeToo And Race Weren't Factors In His Guilty Verdict

BuzzFeed News

April 28, 2018

Bill Cosby's Conviction May Change Defense Tactics in #MeToo Era

The Hollywood Reporter

April 26, 2018

Bill Cosby retrial verdict: Guilty on all 3 counts of aggravated indecent assault

USA Today

March 16, 2018

New Effort Aims to Boost Hollywood's Female Union Membership

The Hollywood Reporter

December 29, 2017

New Year, New Poster: Prepare to Prominently Post the "Transgender Rights in the Workplace" Poster
Greenberg Glusker Client Alert

October 25, 2017

New Laws Affecting California Employers in 2018
Greenberg Glusker Client Alert

October 13, 2017

Zombie sex harassment at Oprah Winfrey Network? Judge not buying it
My News LA

September 14, 2017

How First Amendment Battles Are Shaping Up in the Social Media Age
The Hollywood Reporter

July 5, 2017

Rob Kardashian May Have Broken A Revenge-Porn Law With His Explicit Blac Chyna Posts
BuzzFeed News

June 22, 2017

'Bachelorette' Contestant Says Race Played a Factor in 'Bachelor in Paradise' Controversy
The Hollywood Reporter

June 22, 2017

Battling the Bachelor in Paradise Contract: Would a Lawsuit from Corinne Olympios Stand a Chance?
People

June 22, 2017

Battling the Bachelor in Paradise Contract: Would a Lawsuit from Corinne Olympios Stand a Chance?
Yahoo

June 21, 2017

Mid-Year Compliance Check-Up!
Greenberg Glusker Client Alert

June 21, 2017

Booze, Sex and Legal Drama: How the 'Bachelor' Scandal Could Reshape Reality TV
The Hollywood Reporter

June 16, 2017

Reality Life with Kate Casey Ep - 42 - Robyn Dixon from Real Housewives of Potomac
Stitcher

June 16, 2017

Judicial Usurpation?

The Contemplative Thinker

June 15, 2017

Bill Cosby Trial: What to Watch for Next

Variety

June 14, 2017

Why is the Bill Cosby jury deadlocked after 30 hours of deliberation?

USA Today

March 1, 2017

Reading the (Bathroom) Signs

Greenberg Glusker Client Alert

February 17, 2017

From Parker to Gibson, Hollywood's sliding scale of justice

Associated Press

February 1, 2017

New I-9 Forms Available for Immediate Use!

Greenberg Glusker Client Alert

December 22, 2016

Ban the Box: Breaking Down the "Los Angeles Fair Chance Initiative for Hiring" Ordinance

Greenberg Glusker Client Alert

November 7, 2016

Legislative Developments Affecting California Employers in 2017 and Beyond

Greenberg Glusker Client Alert

October 3, 2016

BIA Ruling May Have Pushed 'Moral Turpitude' Too Far

Law 360

September 19, 2016

Former Assistant U.S. Attorney Priya Sopori Joins Greenberg Glusker

Greenberg Glusker Press Release

Q&A with Priya

What makes a good trial lawyer?

Litigators are not necessarily trial lawyers and vice versa. It takes significant experience in the courtroom to feel comfortable there, and to know what you're doing. There's a big difference between making an argument to a judge and communicating with a jury of twelve laypersons. A good trial lawyer is not only competent but conveys compassion, because the jury is going to make a judgment in the very beginning, 'Can I trust this person?'

What drove you to become a federal prosecutor?

As the daughter of Indian immigrants and at that time in private practice, I vowed to give back to the country that had welcomed my family and nurtured me. It became a priority for me, as it did for a lot of people. As much as I might like to be a warrior, I saw that I could best serve my country by representing it. As a federal prosecutor I served at the pleasure of the President and the Attorney General, and I took that obligation very seriously.

What do you see as key to the client-attorney relationship?

Trust. Clients deserve counsel that is completely trustworthy, who's always going to be looking out for them and advocating for their best interests. I'm not the kind of attorney who sugarcoats things for my clients. I think that's a disservice. I will always tell it the way it is, even if it's something they might not want to hear. As a straight shooter, I maintain a clear, unbiased, analytical focus on their issues. I don't like to make decisions based on emotion or any sort of personal preference. Instead, clients tell me what the scenario is, and I weigh their options for them. The better I assess risks for them, the better I'm doing my job. Ultimately the client has to make a business decision, and I respect that decision.

What's an early childhood memory that showed you the pathway to the courtroom?

My love of and early experience in formal debate. I participated on debate teams in middle school, high school, and college— an experience that drove me toward the law. It was the need to put all that advocacy training to use in my profession. Becoming a lawyer seemed like the best combination of what I enjoyed and what I do well.

Why is diversity important to you?

The legal profession has changed. I represent a new generation of attorneys, one with diverse backgrounds, ethnicities, and perspectives that can help their clients prevail at trial. I tell my clients that the face of America is changing, the face of corporate America is changing, the face of consumers is changing, and the face of jurors is changing. Companies must consider the benefits of hiring lawyers who reflect that change, who reflect the jury pool. One of my clients actually said to me, 'You're the face of what I would like people to think of my company.'