



JOYCE J. CHOI

ATTORNEY

T 310.201.2100

F 310.201.2110

E jchoi@birdmarella.com

EDUCATION

Loyola Law School, J.D., 2007

University of California, Los Angeles, B.A., *summa cum laude*, 2003

OVERVIEW

Joyce J. Choi joined the firm in 2017. She has extensive business and commercial litigation experience involving breach of contract, fraud, false advertising, employment, real estate, entertainment, and intellectual property matters in both state and federal courts, as well as arbitration proceedings. She represents Fortune 500 and billion dollar companies, as well as other companies and individuals involved in business disputes.

Ms. Choi is fluent in Korean and is a member of the firm's Korea practice.

Ms. Choi is a board member and former President of the Korean Community Lawyers Association, a member of the Executive Committee of the Los Angeles County Bar Association, and a member of the Korean American Bar Association and Mensa International.

EXPERIENCE

Achieved a complete defense verdict on behalf of one of the world's largest chip manufacturers after a three-week jury trial in a \$175-million breach of contract lawsuit.

Successfully defended real estate developer on summary judgment in lawsuit involving sale of newly built condominium complex.

Obtained judgments for injunctive relief and damages against resellers on Amazon's marketplace on behalf of internet router manufacturer.

Obtained \$1.5 million arbitration award in breach of contract and fraud claim involving the purchase and sale of a school.

Obtained \$1.5 million judgment on behalf of employer against former employee.

Obtained \$650,000 judgment in breach of contract and fraud action involving investment fraud.

Obtained multiple temporary restraining orders, writs of attachment, and preliminary injunctions.

Settled lawsuit between community non-profit organizations.

Obtained unlawful detainer eviction judgments for possession and monetary damages on behalf of commercial and residential building landlords.

AFFILIATIONS

Member, Executive Committee, Los Angeles County Bar Association

Member, Board of Directors, Korean Community Lawyers Association

Member, Korean American Bar Association

Member, Mensa International

ADMISSIONS

California, 2008