



Juliana C. Ferraz

PARTNER

Irvine

949.255.6971

jferraz@grsm.com

RELATED SERVICES

- Product Liability
- Retail & Hospitality
- Intellectual Property Litigation
- Real Estate

OFFICES

- Irvine

OVERVIEW

Juliana C. Ferraz is a Partner in the Orange County office of GRSM. She is an experienced and effective litigator who takes a practical approach to evaluating, litigating and resolving cases.

Juliana focuses her practice in the areas of real estate litigation, retail and hospitality, products and general liability, intellectual property, and general commercial litigation. She represents hospitality (including hoteliers), corporate, and individual clients with all of their needs in these areas. Juliana handles hundreds of landlord-side real estate matters involving commercial and residential properties on a daily basis. She regularly manages tenant disputes, as well as lease and contract negotiations. Her representative experience includes enforcement of lease provisions, lease termination agreements, temporary relocation agreements, and tenant relocations. Juliana also handles issues related to tenant claims of uninhabitability, tenant accommodations, tenant subleases, insurance (property, general liability and professional liability) policy analysis, nuisance, and start-to-finish eviction proceedings throughout Southern California (beginning with preparing required notices, filing of unlawful detainer

complaints, handling trial – both bench and jury trials – or negotiating a settlement, through Sheriff's instructions and lock out). Juliana also regularly represents clients in housing discrimination claims before the Department of Housing and Urban Development (HUD) Office of Fair Housing and Equal Opportunity and the California Civil Rights Department (CRD) and in premises liability claims.

Juliana further handles cases involving patents and trademarks, including false advertising, false designation of origin, trademark counterfeiting, trade secret, and unfair competition claims under the Lanham Act, the related Digital Millennium Act, California Business and Professions Code Section 17200 (unfair competition) et seq. and 17500, copyrights, and misappropriation, customs seizures and international trade. Juliana also has significant experience with products liability, complex torts, and premises liability. She has represented national clients in state and federal actions through all phases of court proceedings.

Prior to joining the firm, Juliana worked as a deputy district attorney in Ventura County, CA. Working in the misdemeanor unit, she handled several motions to suppress evidence hearings, jury trials, and bench trials.

Juliana practiced law in Sao Paulo, Brazil, before beginning her legal career in the U.S. She is fluent in Portuguese and Spanish.

REPRESENTATIVE EXPERIENCE

Representative Experience

- Etereo Spirits, LLC et al. v. James R. Ling and Etereo Spirits, LLC, Central District of California, 8:21-cv-00302-JVS-KES. Represented Defendant in a copyright, trademark infringement and unfair competition matter.
- Wsylax, LLC v. True Lacrosse, LLC, Central District of California, 2:21-cv-9880-ODW-AFM. Represented Defendant in a trademark infringement and unfair competition matter.
- Nestle USA v. Wells International, Central District of California, 2:19-cv-4607-CJC-AFM. Represented the defendant in a trademark infringement and unfair competition matter.
- Charles Jones v. Amicizia Events, Central District of California, 2:19-cv-08181-DMG-ASx. Represented the defendant in copyright infringement action.
- Verragio, Ltd. V. Gonshor Fine Jewelry, Central District of California, 2:20-cv-00273-DSF-SS. Represented the defendant in copyright infringement action.
- CSTECH US v. Earth Animal, Southern District of California, 3:19-cv-02274-AJB-MSB. Represented the plaintiff in a trademark, false designation, false advertising and unfair competition matter.

CREDENTIALS

Admissions

- California
- U.S. District Court, Northern, Central and Southern Districts of California

Memberships

- Ordem dos Advogados do Brasil – OAB (Brazilian Bar Association)

Community Involvement

- Attorney Volunteer for Neighborhood Legal Services ministering Chapter 7 Bankruptcy seminars at the Woodland Hills Bankruptcy Court.

Education

- LL.M., *cum laude*, Florida Coastal School of Law – 2012
- LL.B., Faculdade de Direito da Universidade Presbiteriana Mackenzie, 2002

Languages

- Spanish
- Portuguese