

## Perkins Coie Adds Privacy Partner Alison Watkins in Palo Alto

**PALO ALTO, Calif. (May 27, 2020)** – Perkins Coie is pleased to announce that Alison Watkins has joined the firm's Litigation and Privacy & Security practices as a partner in the Palo Alto office.

Alison is a veteran privacy litigator and counselor and her experience includes guiding clients on compliance with the California Consumer Privacy Act (CCPA) and the European Union's General Data Protection Regulation (GDPR). Alison has also counseled clients under government investigation and served as a lead advisor on matters before federal and state courts and the U.S. International Trade Commission.

"The global privacy and security legal landscape is evolving in the wake of GDPR and CCPA. Alison has a rare combination of counseling depth, complex litigation experience, and a deep understanding of technology companies that will be invaluable to clients navigating that landscape," said Todd Hinnen, co-chair of Perkins Coie's Privacy & Security practice. "Alison also has a reputation for excellence and community involvement. She's everything we look for in a partner, and I'm excited to welcome her to the team."

In addition to her extensive privacy and security practice, Alison has deep experience with intellectual property litigation, including patent infringement, unfair competition, trade secret, and breach of contract matters. She represents companies in the virtual reality, mobile communication, technology startup, biotechnology, software, and semiconductor industries.

"With our diverse client base in Silicon Valley and beyond, Alison is a natural fit for the Palo Alto office and Perkins Coie," said Palo Alto Office Managing Partner Daphne Higgs. "Alison's deep roots in the Bay Area tech sector will help bolster our reach and contribute further to our West Coast growth strategy."

Alison earned her J.D. from the University of California, Berkeley, School of Law and her B.A., *cum laude*, from the University of Pennsylvania. In addition to her practice, Alison serves as pro bono counsel on matters related to human trafficking, sanctuary policies, and police reform.

The firm's Privacy & Security practice is comprised of more than 50 dedicated privacy attorneys who represent many of the world's leading Internet companies, wired and wireless communications providers, brick-and-mortar retailers, and emerging online businesses. Perkins Coie attorneys work closely with their clients to help them stay abreast of regulatory and statutory changes and industry initiatives related to mobile applications, online and mobile advertising, means of capturing location information, and cloud computing.

Perkins Coie's litigation attorneys distinguish themselves by offering practical, innovative solutions to complex matters. Their business-minded and client-centric approach to litigation provides clients with proactive, integrated counsel aligned to their business objectives and strategies. Perkins Coie regularly represents clients in proceedings before a range of federal and state administrative agencies, such as state utilities and regulatory agencies and commissions, the Federal Trade Commission, the Securities and Exchange Commission, and the Internal Revenue Service, and, in collaboration with foreign counsel, before administrative and judicial bodies in numerous other countries.

Perkins Coie is a leading global law firm, dedicated to helping the world's most innovative companies solve the legal and business challenges of tomorrow. Learn about our work and values [here](#).

**Media Inquiries:** Please email [Justin Cole](#), Head of Media Relations.

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