

VICTORIA L. SCHWARTZ

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ACADEMIC POSITIONS

Pepperdine University Rick J. Caruso School of Law

<i>Professor of Law</i>	August 2019-Present
<i>Director, Entertainment Media and Sports (EMS) Law Program</i>	August 2022-Present
<i>Interim Director, Palmer Center for Entrepreneurship</i>	August 2025-Present
<i>London Director and Visiting Faculty Member</i>	August 2024- December 2024
<i>Associate Dean for Academic Affairs</i>	July 2018-August 2020
<i>Associate Professor of Law (with tenure)</i>	August 2017-July 2019
<i>Co-Director and Founder EMS LLM and Certificate Programs</i>	June 2016- June 2018
<i>Associate Professor of Law</i>	August 2013- July 2017

Awards:

- Steven Schultz Upper Division Professor of the Year Award for 2026
- Dean's Award for Excellence in Scholarship for both 2019-2020 and 2015-2016
- Howard A. White Award for Teaching Excellence (University-wide award) (2017)

Courses: IP Survey; Copyright; Entertainment; Workplace Privacy seminar; Remedies

Research Areas: Privacy; Intellectual Property; Entertainment; Technology

UCLA School of Law

<i>Visiting Professor, teaching Intellectual Property Survey</i>	Fall 2023
<i>Adjunct Teacher, Ninth Circuit Appellate Advocacy Clinic</i>	Fall 2010-Spring 2011

The Institute for Entertainment, Media, Sports and Culture (IEMSC) at Pepperdine University

<i>Academic Director for the School of Law</i>	August 2017-July 2018
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The University of Chicago Law School

<i>Bigelow Teaching Fellow and Lecturer in Law</i>	September 2011-June 2013
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Teaching: Legal Research & Writing; Business Perspectives on Workplace Privacy Seminar

EDUCATION

Harvard Law School

J.D., *cum laude*, 2007
Harvard International Law Journal, Senior Editor & Student Writing Editor
Research Assistant for Professor Christine Jolls
Harvard Post-Graduate Research Fellowship

Stanford University

B.A., Political Science, *with honors and distinction*, 2004
B.A., Slavic Languages and Literatures, *with distinction*, 2004
B.S., Mathematics, *with distinction*, 2004
Phi Beta Kappa (3.90 GPA, top 2% of class, elected junior year)
Teaching Assistant for Professor Gerhard Casper, *Constitutionalism*

CLERKSHIP

U.S. Court of Appeals for the Ninth Circuit	August 2007-August 2008
<i>Law Clerk to the Honorable Jay S. Bybee, Las Vegas, NV</i>	

SCHOLARLY PUBLICATIONS

AI Influencers and a Right of Publicity, 49 *Columbia Journal of Law & the Arts* 355 (2025)

Leveling Up to a Reasonable Woman's Expectation of Privacy, 93 *U COLO. L. REV.* 115 (2022)

Cited by highly influential privacy treatise J. Thomas McCarthy and Roger E. Schechter's *The Rights of Publicity and Privacy*, § 5:93.

Cited by privacy scholars in prestigious journals such as the *Columbia Law Review*, *Boston University Law Review* and *Harvard Civil Rights Civil Liberties Law Review*

The Celebrity Stock Market, 52 *UC DAVIS LAW REVIEW* 2033 (2019)

Featured on Harvard Law School Forum on Corporate Governance and Financial Regulation (June 25, 2019); Ipse Dixit Podcast (May 14, 2019); Business Scholarship Podcast (August 4, 2019)

Awarded Dean's Award for Excellence in Scholarship (2019-2020)

Corporate Privacy Failures Start at the Top, 57 *BOSTON COLLEGE L. REV.* 1693 (2016)

Selected for 2016 Harvard/Stanford/Yale Junior Faculty Forum

Featured on Harvard Law School Forum on Corporate Governance and Financial Regulation (June 9, 2016)

Overcoming the Public-Private Divide in Privacy Analogies, 67 *HASTINGS L.J.* 143 (2015)

Awarded Dean's Award for Excellence in Scholarship (2015-2016)

Disclosing Corporate Disclosure Policies, 40 *FLORIDA ST. U. L. REV.* 487 (2013)

Reprinted in *SECURITIES LAW REVIEW 2014*, anthology of the best securities law articles

Title VII: A Shift from Sex to Relationships, 35 *HARVARD J.L. & GENDER* 209 (2012)

Recipient of 2012 Dukeminier Award (conferred by the Williams Institute at UCLA School of Law to recognize best articles on sexual orientation and gender identity law)

Recipient of 2012 Stu Walter Prize (endowed prize recognizing outstanding scholarship in the field of sexual orientation and the law)

The Influences of the West on the 1993 Russian Constitution, 32 *HASTINGS INT'L & COMP. L. REV.* 101 (2009)

Recent Development: The Victims' Rights Amendment, 42 *HARVARD J. ON LEGIS.* 525 (2005)

OTHER PUBLICATIONS

Likelihood of Confusion?—Three Areas of Uncertainty in Trademark Law, *IP LITIGATOR*, September/October 2010 (coauthored with Mark E. Miller et al.)

ACADEMIC PRESENTATIONS

- “AI Influencers” at Influencer Law panel/event at Northeastern University School of Law (on Zoom February 2026)
- “Rodgers Redundancy” at Art Law, *Balancing Artistic Freedom and Trademark Protection* panel at AALS 2026 Annual Meeting, January 2026.
- “Rethinking Use of Trademarks in Art,” at Intellectual Property Scholars Conference hosted by DePaul University College of Law (August 2025)
- “AI Influencers and Revisiting the Right of Publicity,” Privacy Law Scholars Conference at UCLA School of Law (May 2025) (by selection)
- “AI Influencers and Revisiting the Right of Publicity” at M³ IP Scholars Workshop at Chicago-Kent College of Law (May 2025) (by selection)
- “AI Influencers and Revisiting the Right of Publicity” at Pepperdine University Caruso School of Law internal faculty workshop series, March 2025
- “AI Influencers” at WIPIP2025 (Works-in-Progress Intellectual Property) hosted by UNLV (January 2025)
- “AI Virtual Influencers” at WIPIP2024 (Works-in-Progress Intellectual Property) hosted by Santa Clara Law (February 2024)
- “Copyright’s Shadow” at Intellectual Property Scholars Conference at Cardozo Law (August 2023)
- “Joint Privacy” at M³ IP Scholars Workshop, held online in December 2021.
- “A Reasonable Woman’s Expectation of Privacy,” UC Hastings Law Colloquium (January 2020)
- “Virtual Influencers,” 2019 Internet Law Works in Progress at Santa Clara University School of Law (March 2019)
- “Virtual Influencers,” Works-in-Progress Intellectual Property Colloquium at The University of Houston Law Center (February 2019)
- “A Reasonable Woman’s Expectation of Privacy,” Privacy Law Scholars Conference at the George Washington University Law School (June 2018) (by selection)
- Panelist, “A Reasonable Woman’s Expectation of Privacy,” Privacy Law and the Workplace panel at the 2018 Annual Meeting on Law and Society in Toronto, Canada (June 2018)
- “The Celebrity Stock Market,” Intellectual Property Scholars Conference at Cardozo School of Law (Aug. 2017)
- “The Celebrity Stock Market,” Privacy Law Scholars Conference at Berkeley Law School (June 2017) (by selection)
- “The Celebrity Stock Market,” National Business Law Scholars Conference at the University of Utah College of Law (June 2017)
- “The Celebrity Stock Market,” Trademark Scholarship Symposium at INTA (Barcelona) (May 2017) (by selection)
- Invited Speaker and Panelist, “The Celebrity Stock Market,” Annual Symposium: Emerging Dilemmas in Entertainment Law: Resolving Technology’s New Ethical Concerns, hosted by Whittier Law School (November 2016)
- Panelist, “The Celebrity Stock Market,” Hot Topics in Securities Regulation panel at National Business Law Scholars Conference at University of Chicago Law School (June 2016)

- “The Celebrity Stock Market,” 2016 Works-In-Progress Intellectual Property at University of Washington School of Law (Feb. 2016)
- Panelist, “Intellectual Property and the First Amendment,” Intellectual Property Exceptionalism panel at SEALS 2016 Conference (Aug. 2016)
- “Corporate Privacy Failures Start at the Top,” 2016 Harvard/Stanford/Yale Junior Faculty Forum at Yale Law School (June 2016) (by competitive peer reviewed process)
- “Corporate Privacy Failures Start at the Top,” Southern California Business Law Workshop at Loyola Law School, Los Angeles (Dec. 2015)
- “Corporate Privacy Failures Start at the Top,” Fifth IP Scholars’ Roundtable at University of New Hampshire School of Law (Nov. 2015)
- “Corporate Privacy Failures Start at the Top,” Privacy Law Scholars Conference-Amsterdam (Oct. 2015) (by selection)
- “Corporate Privacy Failures Start at the Top,” University of San Diego Faculty Colloquium (Sept. 2015) (by invitation)
- “A Reasonable Woman’s Expectation of Privacy,” SEALS Junior Scholars workshop (July 2015)
- “A Reasonable Woman’s Expectation of Privacy,” Privacy Law Scholars Conference at Berkeley Law School (June 2015) (by selection)
- Panelist, “Corporate Privacy Failures Start at the Top,” Corporations and Their Constituencies panel at Law and Society Conference (May 2015)
- “Overcoming the Public-Private Divide in Privacy Analogies,” Faculty Research Workshop at Pepperdine University School of Law (Mar. 2015)
- “A Reasonable Woman’s Expectation of Privacy,” Regulation of Family, Sex and Gender Workshop at the University of Chicago (Mar. 2015) (by invitation)
- “Corporate Privacy Failures Start at the Top,” Works-in-Progress Intellectual Property Colloquium at United States Patent and Trademark Office and the George Washington University Law School (Feb. 2015)
- “Overcoming the Public-Private Divide in Privacy Analogies,” 9th Annual Colloquium on Scholarship in Employment and Labor Law at University of Colorado Law School (Sept. 2014)
- “Overcoming the Public-Private Divide in Privacy Analogies,” Southern California Junior Law Faculty Workshop at Loyola Law School, Los Angeles (Sept. 2014)
- “Overcoming the Public-Private Divide in Privacy Analogies,” 14th Annual Intellectual Property Scholars Conference at UC Berkeley School of Law (Aug. 2014)
- “Corporate Privacy Failures Start at the Top,” National Business Law Scholars Conference at Loyola Law School, Los Angeles (June 2014).
- “Overcoming the Public-Private Divide in Privacy Analogies,” Works-in-Progress Intellectual Property at Santa Clara Law (Feb. 2014)
- “Overcoming the Public-Private Divide in Privacy Analogies,” Prawfsfest XI at Pepperdine University School of Law (Dec. 2013).
- “Disclosing Corporate Disclosure Policies,” Law and Society Conference (June 2013)
- “Disclosing Corporate Disclosure Policies,” Faculty Workshop, Temple University School of Law (October 2012)
- “Disclosing Corporate Disclosure Policies,” Faculty Workshop, Florida State School of Law (October 2012)

- “Disclosing Corporate Disclosure Policies,” Faculty Workshop, Cardozo School of Law (October 2012)
- “Disclosing Corporate Disclosure Policies,” Faculty Workshop, Pepperdine University School of Law (October 2012)
- “Disclosing Corporate Disclosure Policies,” Faculty Workshop at Georgia State School of Law (October 2012)
- “Disclosing Corporate Disclosure Policies,” 7th Annual Colloquium on Current Scholarship in Labor and Employment Law at Northwestern University School of Law and Loyola University Chicago School of Law (Sept. 2012)
- “Disclosing Corporate Disclosure Policies,” The University of Chicago Law School Faculty Works-in-Progress (July 2012).

OTHER SELECTED SPEAKING ENGAGEMENTS

Senior intellectual property scholar commenter, Mehtab Khan’s *Access to Datasets*, Works-in-Progress Program: Emerging Voices in Intellectual Property Law, AALS 2026 Annual Meeting, January 2026.

Commentator, Seema Patel’s *The Law of Worker Data Privacy Harms*, Privacy Law Scholars Conference at UCLA Law, June 2025

Senior intellectual property scholar commenter, Katrina Geddes’ *How Art Became Posthuman: , Copyright, AI and Synthetic Media*, Works-in-Progress Program: Emerging Voices in Intellectual Property Law, AALS 2025 Annual Meeting, January 2025

Moderator, *Recovering Long Lost Looted Art: Opportunities, Hurdles, and Statutory Protections*, AALS 2025 Annual Meeting, January 2025

Speaker, *AI and Virtual Influencers*, ABA Copyright and Social Media committee, January 2024

Keynote speaker for the 30th Annual Fall Lecture hosted by the University of Houston Law Center’s Institute for Intellectual Property and Information Law, “Virtual Influencers,” November 2023, <https://www.law.uh.edu/news/fall2023/1116hipla.asp>; <https://setexasrecord.com/stories/652276137-life-like-cgi-influencers-ignite-legal-and-ethical-questions-says-speaker-at-hipla-fall-lecture> “Prominent media and entertainment law scholar Victoria L. Schwartz explored the emerging trend of virtual influencers engaging in brand endorsements during the 30th Annual Fall Lecture hosted by the University of Houston Law Center’s Institute for Intellectual Property & Information Law this November.”

Discussant, Pauline T. Kim and Rachel H. Leavitt’s *Data Rights Are Workers’ Rights*, Privacy Law Scholars Conference, June 2023

Moderator, *Why Do Law Professors Hate the Metaverse?*, 2023 AALS Annual Meeting, San Diego, January 2023.

Invited Speaker, *Virtual Influencers and Virtual Employees*, 2022 Central District of California Judicial Conference, November 2022.

Discussant, Mariana Oliver and Matthew Kugler's *Surveying Surveillance: A National Study of Police Department Surveillance Technologies*, Privacy Law Scholars Conference (virtual), June 2021

Panelist, *Intellectual Property: Teaching Intellectual Property Law*, AALS 2020 Annual Meeting, January 2020

Commentator, Pauline Kim's *Manipulating Opportunity*, Privacy Law Scholars Conference, Berkeley Law, May 2019.

Invited Speaker, *The Interplay Between Privacy and Cybersecurity*, 2016 Central District of California Judicial Conference, April 2016

Panelist, *What's New on the Privacy Horizon: Top 5 Trends* CLE event sponsored by Bloomberg BNA, November 2014

Moderator, *The Future of American National Security Surveillance*, The Future of National Security Law, Pepperdine University School of Law, April 2014

Panelist, "Fireside chat" on "Big Data as Big Brother" with Michael Chertoff at the Pepperdine University School of Law Annual William French Smith Memorial Lecture, November 2013

SELECTED MEDIA

Alyssa Mercante, *The state of generative AI in the creator economy*, Digiday, May 4, 2026, <https://digiday.com/media/the-state-of-generative-ai-in-the-creator-economy/>

Alexis Keenan, *What could happen to your TikTok app on Jan. 19*, Yahoo Finance, January 17, 2025, <https://finance.yahoo.com/news/what-could-happen-to-your-tiktok-app-on-jan-19-162446081.html>

Alexis Keenan, *Pressure on TikTok mounts after Supreme Court skepticism of free-speech argument*, Yahoo Finance, January 10, 2025, <https://finance.yahoo.com/news/pressure-on-tiktok-mounts-after-supreme-court-skepticism-of-free-speech-argument-152854364.html>

Alexis Keenan, *TikTok's future is now in the hands of the Supreme Court*, Yahoo Finance, January 9, 2025, <https://www.msn.com/en-us/money/other/tiktoks-future-is-now-in-the-hands-of-the-supreme-court/ar-B1rancw?apiversion=v2&noservercache=1&domshim=1&renderwebcomponents=1&wseo=1&batchservertelemetry=1&noservertelemetry=1>

Will Bedingfield, *Nintendo's Copyright Strikes Push Away Strongest Fans*, WIRED, April 27, 2023, <https://www.wired.com/story/nintendo-copyright-zelda-mod/>

Will Bedingfield, *Why the World Needs a Rampaging, Murderous Winnie the Pooh*, WIRED, April 3, 2023, <https://www.wired.com/story/winnie-the-pooh-blood-and-honey-copyright-fair-use/>

Zane Hill, *Go West, Lawyer*, Los Angeles Business Journal, February 13, 2023, <https://labusinessjournal.com/data-2/go-west-lawyer/>

Mike Ives, *A Novelist Says a Movie Fails to Credit Her. The Film World Shrugs*, N.Y. TIMES, July 23, 2022, <https://www.nytimes.com/2022/07/23/movies/zhang-yimou-movie.html>

Interviewed for KCBS Radio San Francisco regarding expiring Mickey Mouse copyright, July 6, 2022

Hugo Martin, *Republicans Took Away Disney's Special Status in Florida. Now They're Gunning for Mickey Himself.*, LOS ANGELES TIMES, May 11, 2022, <https://www.latimes.com/business/story/2022-05-11/mickey-mouse-copyright-expiration-disney-under-attack-republicans>

Vin Gurrieri, *What Employers Should Know As Election Spurs Online Rants*, Law360, May 3, 2016, <http://www.law360.com/articles/790333/what-employers-should-know-as-election-spurs-online-rants>

Michael Carroll, *Apple-FBI Truce Doesn't Resolve Key Issues on Encrypted Data Access*, NOR. CAL. RECORD, March 30, 2016, <http://norcalrecord.com/stories/510704514-apple-fbi-truce-doesn-t-resolve-key-issues-on-encrypted-data-access>

Jacob Gershman, *What an Apple-FBI Rematch Might Look Like*, WALL ST. J. LAW BLOG, March 29, 2016, <http://blogs.wsj.com/law/2016/03/29/what-an-apple-fbi-rematch-might-look-like/>

Edvard Pettersson, Alex Webb, Chris Strohm, *U.S. Drops Apple Case After Getting Into Terrorist's iPhone*, BLOOMBERG BUSINESS, March 28, 2016, <http://www.bloomberg.com/news/articles/2016-03-28/u-s-drops-apple-case-after-successfully-accessing-iphone-data-imej88xu>

Lilit Marcus, *'Don't giggle' Law Firm Under Fire for Memo to Female Employees*, TODAY, October, 29, 2013, <http://www.today.com/money/dont-giggle-law-firm-under-fire-memo-female-employees-8C11487717>

OTHER LEGAL EXPERIENCE

O'Melveny & Myers LLP

Litigation Associate, Century City, CA October 2008- August 2011
Summer Associate, Century City and Los Angeles, CA Summer 2006
Worked in Business Trial and Litigation Group for both entertainment and other corporate clients. Subjects included complex contract disputes, intellectual property, multi-district employment classification class actions, antitrust and appellate work. Received 2011 pro bono award.

K&L Gates (at the time was Kirkpatrick & Lockhart)

Summer 2005

Summer Associate, Century City, CA
Worked on issuance of preferred stock, insurance, and liability for false advertisement

ACADEMIC, UNIVERSITY AND LAW SCHOOL SERVICE

AALS Art Law Section Executive Board (2024-25); Chair-Elect (2025-26); Chair (2026-27)
AALS Intellectual Property Law Section Executive Board (2022-23) and (2019-2020)
Member of Trademark Scholarship Symposium (TMSS) Subcommittee for the International Trademark Association (INTA)
Chair of Faculty Appointments Lateral Subcommittee (2025-2026)
Faculty Curriculum Committee (2023)
Chair of Faculty Appointments Committees (2021-2022)
Associate Dean for Academic Affairs(July 2018-August 2020)
University Academic Council Law School Representative (2018-2019; 2019-2020)

Curriculum Committee member (2019-2020), *ex officio* (2018-2019)
CDO Task Force member (2018-2019; 2019-2020)
Academic Standards Committee *ex officio* (2018-2019; 2019-2020)
Faculty Appointments Committee member (2018-2019)
CDO Faculty Committee chair (2017-2018), member (2016-2017)
Student Life Committee member (2013-2014, 2014-2015, 2015-2016)

PROFESSIONAL MEMBERSHIPS

United States Supreme Court Bar
United States Court of Appeals for the Ninth Circuit Bar
California State Bar

LANGUAGES

Proficient in Russian and Hebrew