



Lucia E. Coyoca

Partner, through her Professional Corporation

2049 Century Park East
18th Floor
Los Angeles, CA 90067

t (310) 312-3250
f (310) 312-3250
lec@msk.com

legal expertise

Lucia Coyoca is a partner in MSK’s Entertainment & IP Litigation Practice Group, based in the Los Angeles office. She is an experienced business litigator, serving as lead counsel in numerous jury trial cases and has broad bench trial, arbitration and mediation experience. She also has extensive appellate experience in the California Courts of Appeal and the Ninth Circuit.

With broad entertainment industry expertise, Ms. Coyoca has litigated multiple profit participation, film investment, and other accounting disputes as to sales and licensing of films and television programming. She also has represented clients in breach of contract disputes involving motion picture and television distribution and licensing rights, rights of publicity and privacy, credit, and idea misappropriation claims.

In addition, Ms. Coyoca has extensive labor and employment expertise, representing employers in employment disputes, including wrongful termination, harassment, discrimination, retaliation, and trade secret/unfair competition cases. She also represents insureds in disputes with their carriers over coverage for employment, media & film production claims, general liability and business interruption claims.

representative matters

- Ongoing representation of distributor in dispute regarding contingent profit participation claims.
- First-chaired multiple lawsuits and arbitrations in claims against entertainment industry employers, involving race and gender discrimination, retaliation, and whistleblower claims.
- Successfully defended multiple entertainment companies in arbitrations involving claims under various Guild agreements.

practice areas

litigation

- commercial litigation

labor & employment

- employment litigation & counseling
- labor litigation & counseling

intellectual property

- entertainment & ip litigation

admissions

California

- U.S. District Court
- Central District of California
- U.S. Court of Appeals
- Ninth Circuit

education

University of California Davis
School of Law, J.D., 1986

University of California, Los Angeles, B.A., 1983



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- Successfully prosecuted claims on behalf of studio in connection with production insurance coverage claim against insurer regarding production relocation costs.
- Won \$50 million jury trial verdict for client in breach of fiduciary lawsuit tried in Los Angeles Superior Court.
- Represented prevailing parties in multiple AAA, JAMS, and other arbitrations in accounting disputes involving profit participation claims. Successfully represented motion picture producer in connection with cast coverage claim against insurer.
- Successfully represented motion picture financiers and investors in connection with film financing dispute.
- Successfully represented numerous clients compelling insurance coverage for employment, media production, director & officer, and fidelity claims.
- Successfully resolved claims asserted for alleged misappropriation of name, likeness & image.
- Represented prevailing parties in numerous Independent Film and Television Alliance (IFTA) arbitrations for film production and distribution companies concerning film and television distribution agreements.

honors & awards

- "Most Influential Women Attorneys," *Los Angeles Business Journal* (2018)
- California, "Attorneys of the Year," *The Recorder* (2012)
- "500 Leading Lawyers in America," *Lawdragon* (2012)
- "Top 5% of lawyers in Southern California," *Southern California Super Lawyers* (2005-2010, 2012-2026)
- AV® Preeminent™ Rating, Martindale-Hubbell

professional, business and civic affiliations

- Fellow, American Bar Foundation
- Member, Leadership Council on Legal Diversity
- Fellow, Litigation Counsel of America
- Southern California Regional Co-Chair, ABA Judicial Intern Opportunity Program
- ABA Section of Litigation Leadership – Professional Development Committee
- Co-Chair, Woman Advocate Committee of the American Bar Association's Section of Litigation
- Board of Directors, Legal Momentum (formerly known as NOW Legal Defense & Education Fund)

msk.com

los angeles
t 310.312.2000
f 310.312.3100

new york
t 212.509.3900
f 212.509.7239

washington, dc
t 202.355.7900
f 202.355.7899



Lucia E. Coyoca

- Diversity Committee, Managing Partners Roundtable
- California State Bar Committee on Status of Diversity in the Profession
- Former member, Board of Directors, Public Counsel

headlines

12 MSK Attorneys Named to the 2026 Edition of Southern California *Super Lawyers*
Super Lawyers , February 20, 2026

13 MSK Attorneys Named to the 2025 Edition of Southern California *Super Lawyers*
February 18, 2025

12 MSK Attorneys Named to the 2024 Edition of Southern California *Super Lawyers*
January 10, 2024

Lucia Coyoca Elected a Fellow of The American Bar Foundation
August 24, 2023

15 MSK Attorneys Named to the 2023 Edition of Southern California *Super Lawyers*
January 10, 2023

MSK Pledges Commitment to LCLD's Leaders at the Front Diversity Initiative
Business Wire , June 1, 2022

16 MSK Attorneys Named to the 2022 edition of Southern California *Super Lawyers*
January 20, 2022

Mitchell Silberberg & Knupp Elects New Leadership Team
May 27, 2021

14 MSK Attorneys Named to the List of 2021 Southern California *Super Lawyers*
January 21, 2021

MSK Client PBS Scores \$1.5M Jury Win in Tavis Smiley #MeToo Case
March 4, 2020

MSK Attorneys Named to the List of 2019 *Southern California Super Lawyers*
January 30, 2019

Lucia Coyoca Named Among the *Los Angeles Business Journal's* Most Influential Women Attorneys
April 16, 2018

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Lucia E. Coyoca

MSK Attorneys Named to the 2017 List of *Super Lawyers*
January 20, 2017

MSK's Lucia Coyoca Selected Among the "Attorneys of the Year"
March 25, 2013

MSK Secures \$50 Million Jury Award for David Bergstein in Legal Malpractice Case Against Former In-House Counsel
August 24, 2012

Lucia Coyoca Joins MSK
March 23, 2005

media mentions

Lucia Coyoca, Brad Mullins, and Alex Anfusio Mentioned in *Law360* and *Reuters* for Successfully Defending Disney in Copyright and Trademark Dispute
May 30, 2025

Lucia Coyoca Quoted in *The Hollywood Reporter*
April 25, 2017

Lucia Coyoca Mentioned in *The Hollywood Reporter*
June 20, 2016

MSK Attorneys Named to the List of 2016 Southern California Super Lawyers
January 20, 2016

18 Mitchell Silberberg & Knupp Attorneys Named to the 2015 Super Lawyers Business Edition
November 21, 2014

Lucia Coyoca Featured in *Law360's* Female Powerbrokers Q&A Series
February 2014

26 MSK Attorneys Named to 2014 Southern California *Super Lawyers* List
January 2014

26 MSK Attorneys Named to 2013 Southern California *Super Lawyers* List
January 2013

Lucia Coyoca Describes the *Bergstein/Tregub* Jury In Light of L.A. Jury Stereotypes to *Daily Journal*
September 10, 2012

Lucia Coyoca Named to *Lawdragon 500*
January 27, 2012

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25 Named to 2012 Southern California *Super Lawyers* List
January 23, 2012

28 Named to 2010 Southern California Super Lawyers List
January 26, 2010

29 Chosen to 2009 Southern California Super Lawyers List
January 30, 2009

33 Chosen to 2008 Super Lawyers Lists
November 21, 2008

MSK Home to 23 Southern California Super Lawyers for 2008
January 30, 2008

publications

Unringing the Waiver Bell: What To Do When Privileged Information Is Inadvertently Disclosed
February 2013

How To Be a Good Lawyer and a Good Boss (They're Not Mutually Exclusive)
ABA's The Woman Advocate, 2nd Edition, May 2010

New Limits on Expert Discovery, Evaluating Early District Court attempts to Interpret the New Rule
February 2010

Published numerous articles on diversity, insurance coverage, and entertainment related issues

client alerts

The Diversity Dilemma: Another Victim of the Bad Economy?
February 2010

events & speaking engagements

True Grit
May 2015

Developing Law Regarding 2010 Amendments to Federal Rule of Civil Procedure 26
May 2015

Inadvertent Disclosure of Privileged Information: Avoiding Waiver
February 2015



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Inadvertent Disclosure of Privileged Information: Avoiding Waiver
May 2014

Inadvertent Disclosure of Privileged Information: Avoiding Waiver
May 2013

Ethics of Cloud Computing
April 2013

Punitive Damages
February 2012

Closing Arguments that Rock: How to Move Judges and Juries
February 15, 2012

Intro to Legal Hollywood
February 10, 2012

Ethical Challenges in Preparing Witnesses and Working with Experts: Best Practices to Avoid Unethical Coaching
of Lay and Expert Witnesses
January 2012

Staying the Course: Overcoming Challenges over the Decades of a Legal Career
February 2011

The Diversity Dilemma
February 2010

Entertainment Law in Review
January 2010