



Laurie J. Hepler

lhepler@gmsr.com

+1 415 315 1774



Laurie Hepler is a leading San Francisco appellate lawyer, who collaborates with clients to address all aspects of the appellate process objectively and strategically. For 30 years, Laurie has helped trial counsel, corporate counsel, insurers and individuals keep their wins, reverse their losses, and develop the law. Successful first- and second-chair trial experience back up her appellate expertise.

Clients retain Laurie in state and federal courts throughout California and the U.S. She has briefed and argued countless California appeals, including three California Supreme Court wins, and has argued in the highest courts of two other states and several federal circuits.

Laurie has been honored with two prestigious *California Lawyer* Attorney of the Year (“CLAY”) Awards, in 2000 and 2013. Since 2005, she has been certified as an Appellate Specialist by the State Bar of California, and in 2023-24, she served as President of the highly selective California Academy of Appellate Lawyers. She is ranked by Chambers and Partners USA for California Appellate Law, and in 2020 was elected a Fellow of the American Academy of Appellate Lawyers.

Her clients’ appellate matters span a wide range of subjects, including employment, product liability, insurance coverage, contract disputes, personal jurisdiction, and unfair competition. But the subject counts less than the forum: appellate courts know Laurie, and she knows them.

She is Contributing Editor for the leading treatise on California appeals—Eisenberg, *Cal. Practice Guide: Civil Appeals and Writs* (The Rutter Group).

Laurie’s community service includes serving on the Board of Trustees of her temple, and making weekend meals for Samaritan House. From 2016 to 2022, she led a large mealmaking team that produced over 30,000 meals.



	
<p>"Laurie is a very strong appellate attorney who possesses unique and crucial expertise in the area of appellate practice. Her insight goes far beyond writing a good brief and presenting a strong oral argument."</p>	<p>"Laurie is an excellent and very experienced appellate lawyer who has a sophisticated understanding of appellate law and a very practical approach. She is a pleasure to work with."</p>
 <p>Laurie J Hepler LITIGATION: APPELLATE CALIFORNIA</p>	 <p>Laurie J Hepler LITIGATION: APPELLATE CALIFORNIA</p>

Education

J.D., UCLA School of Law (1992).

B.A., University of Pennsylvania (1988). Magna cum laude, Phi Beta Kappa.

Honors

Ranked by Chambers and Partners USA for California Appellate Law

Selected by *California Lawyer* as one of its “Attorneys of the Year” (2000 and 2013)

Bar Admissions

California

U.S. Supreme Court

Numerous U.S. Circuit Courts of Appeals

All U.S. District Courts in California

Speaking and Involvement

Panelist, "CAAL Presents: Careers In Appellate Law: Paths And Practices," McGeorge School of Law
2024

Moderator, "Where Do We Find the Next Generation of Appellate Advocates?" California Academy of Appellate Lawyers
2022

Panelist, "Master Class: Ethics on Appeal," California Lawyers Association
2020

Panelist, "California Civil Writs: Writ Deadlines and Best Practices For Writ Petitions," The Rutter Group Livestream Webinars
2020

Presenter, "ADR 'TED' Talks" segment on appeal rights, Bar Association of San Francisco
2019

Moderator, "Q&A with Court of Appeal Justices," California Academy of Appellate Lawyers
2019

Presenter, "The Year In Review," Association of Defense Counsel of Northern California
2018

Presenter, "Establishing Favorable Precedent In Bad Faith Litigation," Federation of Defense and Corporate Counsel
2018

Presenter, "Moot Courts: How to Get the Most Out of—and Give the Most to—Them," California Academy

of Appellate Lawyers

2018

Presenter, "Appellate Strategy For Repeat Commercial And Institutional Litigants," Pincus Advanced Appellate Conference

2018

Presenter, "Use It Or Lose It: Pre-Judgment Appeal and Writ Deadlines," Annual Meeting of the Association of Defense Counsel of Northern California and Nevada

2017

Presenter, "Appeal Rights And Your Arbitration Case," Bar Association of San Francisco

2017

Judge, 48th Annual Roger J. Traynor California Appellate Moot Court Competition

2017

Moderator, "Moral Character: Assessing the Supreme Court's Role in Contested Bar Admissions," California Academy of Appellate Lawyers

2016

Moderator, "Oral Arguments: When and How They're Important, and How to Make Them Successfully," First Appellate District Practice Symposium

2012

Presenter, "Strategic Legal Analysis: Begin With the End In Mind," presentation to in-house professionals

2012

Presenter, "The Seven Deadly Sins in a Case Headed for Appeal," presented annually to bar associations throughout California

2008-11

Professional Associations

American Academy of Appellate Lawyers, Fellow

California Academy of Appellate Lawyers, Past President

Appointed to the State Bar's Appellate Law Advisory Commission (2013 - 2016)

Appointed to State Bar Committee on Appellate Courts (2006 - 2009)

Federation of Defense & Corporate Counsel, Chair of Amicus and Public Policy Committee (2018 – 2020); Vice Chair of Appellate Law Section (2020-2022)

High Impact Wins

Ixchel Pharma, LLC v. Biogen, Inc. (2020) 9 Cal.5th 1130

Aug 03, 2020

O'Neil v. Crane Co. (2012) 53 Cal.4th 335

Jan 12, 2012

Lorch v. Superior Court of San Diego County (2024) 101 Cal.App.5th 1266

May 16, 2024

RLI Insurance Co. v. CNA Casualty of Cal. (2006) 141 Cal.App.4th 75

Jul 07, 2006

PLCM Group v. Drexler (2000) 22 Cal.4th 1084

May 08, 2000

Publications

Appellate Success in California

May 13, 2024

Laurie Hepler – Contributing Editor, Cal. Practice Guide: Civil Appeals and Writs (The Rutter Group)

Dec 01, 2023

National Survey on Excess Liability For An Insurer's Good-Faith Breach Of The Duty to Defend

Dec 21, 2017

Laurie Hepler offers "Five Core Questions" to consider before any appeal

Dec 06, 2017

Tips: Critical New Trial Motion Deadlines, Daily Journal (February 27, 2017)

Feb 27, 2017
