Michele Floyd

Partner

Two Embarcadero Center
Suite 1900, San Francisco, CA USA 94111
t 415.273.4756 | f 415.354.3497
mfloyd@ktslaw.com

Services

Litigation

Alternative Dispute Resolution

Complex Commercial Litigation

Government & Regulatory

Industries

Technology

Retail & Consumer Goods

Media & Entertainment

Electronics & Computer Technology

Michele Floyd has a broad complex litigation practice with a focus on class action defense and on matters involving antitrust, unfair competition, false advertising, and privacy. Michele has extensive experience defending actions brought under California's Unfair Competition Law (UCL), False Advertising Law (FAL), and similar statutes of other states and has handled complex commercial actions in federal and state courts across the country. Michele has represented clients in NAD proceedings, as well as in investigations brought by the Federal Trade Commission, the Department of Justice, the Federal Communications Commission, the U.S. and California Departments of Transportation, and a number of states' Attorneys General. She has significant experience representing clients in arbitration proceedings and is a member of the AAA National Roster of Arbitrators.

Michele has specific expertise in online contracting and advertising practices and counsels clients on both antitrust compliance and minimizing legal risks associated with advertising campaigns and marketing representations.

Prior to joining the firm, Michele was a partner in the San Francisco, California office of a women-owned boutique litigation law firm where she concentrated her practice on complex commercial/class action litigation. Prior to that, she served as the Senior Legal Director, Commercial Litigation, at a global media and tech company where she was responsible for managing and defending its commercial litigation.

Michele was recognized by *The Best Lawyers in America*® for Mass Tort Litigation/Class Actions - Defendant (2021-2027). She was also recognized as a Northern California "Super Lawyer" (2018-2023) and as a "Rising Star" (2010-2015) in the area of Antitrust Litigation by *Super Lawyers* magazine.

Experience

*Represented online platform in numerous actions brought by consumers related to accommodation rentals.

*Represented manufacturer and retailer against allegations of false representations on product packaging.

*Represented video game company against allegations that it misled consumers as to the ability to use video games via the internet, asserting claims, inter alia, under California's Consumers Legal Remedies Act, and, on behalf of a putative New York sub-class, under New York statute prohibiting deceptive acts or practices in the conduct of business.

*Represented video-game hardware and software distributor in numerous nationwide class actions regarding software updates, Terms of Service, and video game consoles.

*Represented video game manufacturer in false advertising claim against class action allegations of fraudulent or misleading representations regarding video resolution.

*Represented all-natural beauty product manufacturer against false advertising claims.

*Represented online platform against unfair business practice claims.

*Represented peer-to-peer car sharing company against unfair business practice claims.

*Represented internet service provider against copyright infringement claims.

*Multiple representations of internet service provider against individual and class actions involving wide range of business practices, including false advertising and unfair competition claims.

*Multiple representations of wireless carrier in class actions and individual actions involving challenges to terms of service, collection of early termination fees, and other consumer-based claims.

*Experience gained by attorney prior to joining Kilpatrick

Education

Fordham University School of Law J.D. (1992)

University of California, Berkeley B.A., Italian Studies (1988)

Admissions

California (1992)

Idaho (2018)

Court Admissions

U.S. Court of Appeals for the Ninth Circuit

U.S. District Court for the Central District of California

U.S. District Court for the Eastern District of California

U.S. District Court for the Northern District of California

U.S. District Court for the Southern District of California

Professional & Community Activities

American Bar Association, Member

State Bar of California, Member

Insights

News Releases

Kilpatrick Attorneys Once Again Earn Outstanding Recognitions in 2027 Edition of The Best Lawyers in America®

August 20, 2026

Events

Clickwrap, Browsewrap, and Digital Assent in Apps and Texts: Enforceability of Online Contracts

March 5, 2026

Publication

Standing in Antitrust Cases

January 10, 2025

Events

Restore Online Shoppers' Confidence Act: New Requirements, Disclosures, Enforcement Actions, and Lawsuits

December 13, 2024

Alert

The FTC Expands its Negative Option Rule to Reach Autorenewal and Other Programs

October 18, 2024