

# TRACY O. ZINSOU

## PARTNER

### BIOGRAPHY

Tracy Zinsou is a partner at BraunHagey & Borden. Tracy has extensive experience litigating high-stakes cases in state and federal courts across the country. She has successfully defended cases and prosecuted claims for clients, from startups to Fortune 500 companies, in a diverse range of complex commercial litigation cases, including intellectual property, false advertising, antitrust, insurance coverage, and other contract disputes. Tracy maintains an active pro bono practice involving immigration, criminal, and First Amendment matters.



J.D. from Harvard Law School

B.A. and Sc. from McGill University



Member of State Bar of California,  
New York and D.C.

Admitted in the Ninth Circuit and  
Federal Circuit Court of Appeals,  
and the Northern District, Eastern  
District, Southern District and Central  
District of California; and Eastern  
and Southern District of New York



Former Associations

Davis Polk & Wardwell LLP

Covington & Burling LLP (San  
Francisco and D.C.)

### CASES OF NOTE

- Defeated putative class action alleging false advertising against teeth whitening company Snow
- Representing Plaintiffs to hold Clearview AI accountable for violating Californians' privacy
- Secured dismissal of putative class action alleging false advertising against sports drink manufacturer BODYARMOR

### PERSONAL

Tracy lives in the East Bay with her husband and daughters. In her free time, she enjoys baking and exploring the world with her family. True to her Caribbean roots, Tracy also loves spending time on the beach and listening to reggae and dancehall.