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TOP 40 UNDER 40 LAWYERS



2025



ALICIA JOVAIS

LATHAM & WATKINS LLP

SAN FRANCISCO

Alicia Jovais has built a practice defending market-leading companies in antitrust disputes that span industries from cryptocurrency to rail transportation. Over 12 years, the Latham & Watkins partner has secured dismissals and arbitration victories in cases testing the boundaries of antitrust enforcement.

Jovais came to law through literature. A college professor suggested law school after observing her skills as a reader and writer. Her parents had long insisted she was a natural negotiator. "I was drawn to

antitrust litigation in particular because I realized I could learn about all sorts of products and services and industries, from cryptocurrency and cloud storage to rail transportation and commercial warehousing," Jovais said.

She credits the Latham antitrust partnership with shaping her development. Dan Wall provided early writing opportunities and client-facing roles. Belinda Lee offered guidance on substantive antitrust issues and client development. Chris Yates taught her deposition skills. Ashley Bauer mentored her since her summer associate days. Sarah Ray gave her a first stand-up trial role.

"The most important thing I've learned from all of them is to develop my own voice and my own style of lawyering," Jovais said.

In recent years, she has handled antitrust matters for Apple.

One case presented technical and legal complexity. Consumer plaintiffs alleged that Apple and other peer-to-peer payment providers entered into an unlawful agreement to prevent payment apps from implementing decentralized cryptocurrency technology on iOS. *Pierre et al v. Apple Inc.*, 5:23-cv-5981 (N.D. Cal., filed Nov. 17, 2023).

Jovais spearheaded strategy and briefing, conducting a deep analysis of decentralized finance and developing anti-

trust standing arguments that produced a complete first-round dismissal. The plaintiffs chose not to amend. "Achieving a decisive victory at the pleading stage on antitrust standing grounds was a huge win for our client," Jovais said.

In a separate matter, Jovais and her team successfully compelled arbitration of antitrust claims against Live Nation after years of discovery and briefing. The Ninth Circuit issued a published decision affirming the district court's arbitration order and confirming the conspicuousness of the terms of use notices on the client's websites. The victory has proven useful in enforcing arbitration clauses for other clients. *Oberstein v. Live Nation Entertainment Inc.*, 21-56200, (9th Circ., filed Oct. 29, 2021).

Jovais identifies developing technical understanding as both a challenge and a draw of antitrust work. Gaining knowledge of technical and niche industries requires time, patience and curiosity. "But it always pays off when we're able to craft creative and winning arguments for our clients," she says.

Looking ahead, Jovais anticipates continued focus on tech antitrust enforcement and related civil matters. She is watching how arguments regarding refusals to deal develop as cases progress through the courts. She also expects ongoing "monopoly broth" cases and is tracking developments in the law on pleading and proving those claims.