

## Simona Xu

Associate



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New York

Commercial Litigation  
Artificial Intelligence  
Trade Secret Litigation and Dispute Counseling  
White Collar Defense and Investigations  
Cyber/Data/Privacy  
Trials

Simona is a versatile litigator and creative strategist with deep experience handling high-stakes cross-border disputes and novel legal issues involving emerging technologies. Raised in Nanjing, China, and Singapore, she brings a distinctive global perspective to every matter. A native-level speaker of both English and Mandarin Chinese, Simona leverages her bilingual fluency to craft nuanced, culturally informed strategies for clients operating across Asia and the US. She excels at guiding Asia-based clients through the US legal system and helping US-based clients navigate legal issues involving Asia.

Simona has represented clients across industries, including internet and social media, artificial intelligence (AI), financial services, telecommunications, fashion and beauty, energy, real estate, consumer products and aviation. Her practice spans complex commercial litigation, international arbitration, regulatory defense, white collar investigation, intellectual property litigation and advisory, restructuring litigation, and privacy compliance and diligence. Clients value her ability to distill technical, cross-border and regulatory complexity into clear, actionable solutions.

Simona maintains an active pro bono practice. Most recently, she secured a victory as first chair in a custody trial on behalf of a survivor of domestic violence. She also routinely represents artists in intellectual property disputes.

Prior to joining Cooley, Simona was an associate at another multinational law firm. During law school, she interned for Judge Kiyo A. Matsumoto of the US District Court for the Eastern District of New York.

Simona's representative matters include:

- An artificial intelligence company in an American Arbitration Association (AAA) arbitration against a Canadian company under the International Centre for Dispute Resolution (ICDR) rules.
- A Chinese appliances company in ongoing trade secret litigation.
- A Japanese electronics corporation in an International Chamber of Commerce (ICC) arbitration against a Chinese solar energy company, resulting in favorable settlement.\*
- An Italian luxury retail company in a copyright and trademark litigation against a fast fashion company.\*
- A Chinese unmanned aerial vehicle company in litigation against the US Department of Defense related to 1260H designation as a Chinese Military Company.\*
- Chinese technology companies in information and communications technology and services (ICTS)

investigations brought by the US Department of Commerce.\*

- A Mexican television company in connection with successfully obtaining dismissal of involuntary Chapter 11 petitions.\*
- A cosmetics company in a contested Chapter 11 case and successful defense in adversary proceeding, resulting in the dismissal of all claims on the eve of trial.\*
- Major financial institutions in internal investigations into suspected fraud by a foreign portfolio company, privacy violations and employment practices.\*
- Technology companies in product counseling and risk assessments with respect to intellectual property, privacy, safety and other AI-related legal and regulatory considerations.\*

\*Representation handled before joining Cooley

## Education

Duke University School of Law JD, 2019

Yale University BA, distinction in major, 2016

## Admissions & Credentials

New York

## Court Admissions

US District Court for the Southern District of New York

US District Court for the Eastern District of New York

## Memberships & Affiliations

New York City Bar Association – Arbitration Committee and International Law Committee

American Bar Association – China IP Issues Committee, Chair of Copyright Subcommittee