



Laurie J. Hepler

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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 over 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 in the Supreme Courts of Oregon, Maryland and Maine, in addition to her three California Supreme Court wins and scores of Ninth Circuit and intermediate state court appeals.

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

Laurie has been honored with two prestigious *California Lawyer* Attorney of the Year ("CLAY") Awards, in 2000 and 2013. She has been certified as an Appellate Specialist by the State Bar of California every five years since 2005, and is ranked by Chambers and Partners USA for California Appellate Law.

In 2023-24, Laurie served as President of the highly selective California Academy of Appellate Lawyers, and in 2020 she was elected a Fellow of the American Academy of Appellate Lawyers. Laurie is also an inaugural member of the Bay Area Appellate American Inn of Court, founded in 2025.

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 synagogue, and making weekend meals for Samaritan House. From 2016 to 2022, she led a large mealmaking team that produced over 30,000 meals.

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

California Lawyer Attorneys of the Year (CLAY Award), conferred by *The Daily Journal/California Lawyer* (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)

Notable 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

Jan 12, 2026

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

Dec 01, 2025

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