

Alexander (Sasha) Frid

Partner



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Education

J.D., University of California, Berkeley, School of Law

B.A., *summa cum laude*, University of California, Irvine

Admissions

California

Biography

Sasha Frid is an accomplished litigator and trial lawyer who has tried and won cases before juries and arbitration panels all over the country. He is one of the founding partners of Miller Barondess, LLP.

Sasha has handled a wide variety of disputes, from “bet the company” multi-million dollar cases to smaller matters for individuals, families, closely held companies, and start-ups. Whatever the matter may be, he devises an effective and efficient strategy early on and formulates creative solutions to win the case or get a great resolution that makes business and financial sense. He prides himself on being a relentless, fierce advocate for his clients, and clients know they can count on him for straightforward, common-sense advice.

Sasha loves the law and has a wealth of experience handling all types of complex litigation matters, including business and partnership disputes, real estate, entertainment and music law, copyright and trademark, right of publicity, trade secret, idea theft, and insurance bad faith. His clients have included businesses, individuals, conglomerates, public companies, banks, manufacturers, real estate developers, restaurants, hotels, music labels, entertainers, artists, music managers, and fashion icons. He is often called upon by clients to “save the day” on cases previously handled by other law firms.

Sasha’s accomplishments have earned him national recognition. He has been featured in *The Best Lawyers in America*® (2019–2024) and named a Southern California *Super Lawyer*® for over a

decade. In 2024–2025, *The Envelope* magazine by L.A. Times Studios recognized him as an “Entertainment Business Visionary.” The *Los Angeles Business Journal* included Sasha on its “Leaders of Influence” lists—2023 Litigators & Trial Attorneys and 2022 Thriving in Their 40s. A trusted name in the entertainment industry, Sasha has appeared on *Billboard*’s list of Top Music Lawyers since 2018, been recognized as a Top Entertainment Lawyer by *Variety*, and was named 2023 Music Lawyer of the Year by the Century City Bar Association.

Sasha began his practice at a large, multinational firm representing clients in complex litigation matters. Prior to practicing law, Sasha worked at the U.S. State Department and was stationed at the U.S. Embassy in Vienna, Austria. He specialized in nuclear non-proliferation, serving as the U.S. attaché to the International Atomic Energy Agency, and was involved in negotiations of several key non-proliferation treaties and protocols.

Sasha received his Juris Doctor from the University of California, Berkeley School of Law in 2001, where he served as the Executive Editor of the Berkeley Journal of International Law. He graduated summa cum laude from the University of California, Irvine, as the Most Outstanding Undergraduate Student, receiving degrees in Political Science, and Criminology, Law & Society. Sasha has written and published numerous articles in various legal and academic fields, including database security legislation compliance, financial fraud and money laundering, foreign relations, cultural property protection, repatriation, and international law.

Sasha was born in St. Petersburg, in the former Soviet Union, and emigrated with his family to the U.S. when he was 11. He is active in the community and has represented individuals pro bono who were victims of fraud, abuse, and other predatory practices. Sasha serves on a charitable foundation raising money for cancer research. He also serves on the Board of a chapter of the Friends of the Israel Defense Forces and has previously served on the Board of Directors of the Tupac Amaru Shakur Foundation, which provides education to underprivileged youth.

Notable Representations

Sasha has an exceptional track record of obtaining winning results. Here are some of his representations:

- Won a federal jury defense verdict representing Motown legend William “Smokey” Robinson against a former manager who sued the singer/songwriter for breach of contract, claiming that he was owed commissions on Smokey’s concerts and touring. The jury rejected the plaintiff’s entire claim for commissions worth over \$2 million.
- Represented developer Atlas Capital Group against the Los Angeles Times in a dispute over the lease termination at the printing press building in downtown LA. Also successfully obtained injunctive relief on behalf of the same client against a tenant and its principal in connection with a breach of a lease agreement and a personal guaranty.
- Represented the band *Mötley Crüe* and its members (individually) for over 15 years in numerous matters ranging from advice on licensing and copyright issues, touring, merchandising, recording, the band’s biopic “The Dirt,” and numerous litigation disputes. Sasha successfully won or resolved a number of cases for the band, both on the plaintiff and defense sides, involving copyright,

trademark, idea theft, personal injury, and breach of contract. Among other matters, he represented the band in arbitration over the departure of one of its members, obtained a summary judgment dismissal in an idea theft/trade secret case, and won four separate copyright infringement cases in different parts of the country.

- Represented CriticalPoint Partners in claims against former employees and their new companies relating to the theft of confidential information.
- Won a jury defense verdict after a week-long federal trial representing Virtual Sonics, a cutting-edge music technology company that develops high-end digital music instruments used in films, video games, and other mediums, against former investors who sought millions of dollars in compensation. The jury verdict, delivered in less than an hour, wiped out the plaintiffs' claims entirely.
- Represented Juanita's Foods, the largest Mexican food producer/distributor in the U.S., against Dominguez Family Enterprises (DFE), an Oregon-based producer/distributor of food products, in a contentious, multi-million-dollar lawsuit for claims of trademark infringement and contractual breach in federal court. Sasha obtained an early preliminary injunction enjoining DFE from selling its products outside of specific geographic restrictions, which required DFE to pull its products from its shelves. The lawsuit was favorably resolved.
- Defended Miss Me, a leading jeans manufacturer, relating to trademark infringement claims brought against it by True Religion over back pocket designs on its jeans.
- Represented the Peninsula Hotel Beverly Hills against the Waldorf-Astoria Hotel Beverly Hills in a major \$50-plus million trade secret theft case. In the lawsuit, Peninsula alleged that Waldorf's managing director solicited Peninsula's employee while he was still employed at Peninsula and used him to obtain Peninsula's trade secrets, including customer lists and guest preferences, and then rewarded him with a job at Waldorf afterward. The hotly contested litigation against three law firms settled right before trial.
- Won a \$46 million jury verdict for Pou Chen Corporation, one of the largest international conglomerates, following a two-month jury trial and the testimony of over 25 witnesses. The dispute involved a failed business venture to sell electronic products to Wal-Mart. The jury deliberated for nine days before returning its verdict. This victory was named as a *Daily Journal* Top 10 Plaintiff's Verdict for California.
- Won summary judgment in a California state court case, wiping out a \$9 million claim in an insurance dispute brought by a receiver of a failed insurance company (Ullico) who sued a group of Windsor skilled care facilities, claiming that they owed deductibles on policies they purchased with the carrier through an elaborate captive insurance structure. The trial judge threw out the receiver's case after Sasha and his team obtained exculpatory evidence and case-ending deposition testimony in discovery that confirmed Windsor's interpretation of the insurance policies.
- Represented a former executive of Patrón Tequila against the company and its billionaire co-founder, John Paul DeJoria. The case involved Patrón/DeJoria's failure to pay our client an equity bonus worth over \$50 million. Instead of paying our client his bonus, Patrón/DeJoria fired him based on bogus, made-up allegations of misconduct. When Sasha took over after another law firm had lost the case, he and his firm won on appeal and took the case to trial. The case was

“amicably resolved” right before jury deliberations.

- Represented the developer of the “Circa” luxury apartment skyscraper towers, across from the Staples Center in downtown Los Angeles, in a major construction dispute against Lendlease, a multinational builder.
- Represented LA-based developer Jamison Services in a number of real estate matters. In one case, Sasha filed and obtained a temporary restraining order on behalf of Jamison—within 72 hours of taking on the case—against a supermarket chain tenant who refused to vacate and attempted to misappropriate certain fixtures. In another, Sasha sought a preliminary injunction in an easement dispute that promptly ended the case in his client’s favor.
- Represented AMIRI, a leading designer of high-end clothing and merchandise, since the company’s inception. Advised the company and its ownership on multiple fashion industry-related issues and successfully represented it in several trademark, copyright, and breach of contract lawsuits, including matters to protect the company’s innovative designs.
- Represented the Estate of Tupac Shakur and Afeni Shakur in litigation against Morgan Creek Production over the rights to a film based on Tupac Shakur’s life, which ultimately became the motion picture “All Eyes on Me.”
- Represented the band *Five Finger Death Punch* in a contract dispute with the label, Prospect Park, and its owner, Jeff Kwatinetz, over the release of an album. Sasha successfully resolved the case, enabling the band to tour and record music.
- Represented Neal Schon and Jonathan Cain, the remaining founding members of the iconic rock band *Journey*, over the rights to the band’s name and breaches of fiduciary duties by other band members. The case was resolved with Schon and Cain obtaining the rights to the valuable *Journey* name.
- Represented legendary artist Nile Rodgers in a lawsuit against a former manager for breaches of fiduciary duty and other claims related to the manager’s professional responsibilities.
- Obtained a favorable settlement on the eve of trial for boxing legend Roy Jones, Jr., in an accounting negligence action against his former accountants and financial advisors.
- Represented iconic frontman Axl Rose against Frontline Management in a dispute over management and against Activision in a lawsuit regarding the licensing of songs and images for the video game “Guitar Hero III: Legends of Rock.”
- Represented the Backstreet Boys in connection with breach of contract claims brought against the band by a concert promoter. The matter was favorably resolved without litigation.
- Represented rapper and songwriter Logic in an insurance bad-faith dispute with his carrier over the improper denial of coverage for an incident at a concert, as well as copyright infringement claims in connection with a sample in one of Logic’s tracks.
- Represented a real estate developer and hotel owner in a breach of fiduciary duty dispute over a failed joint venture. The case settled on the “courthouse steps” with Sasha’s client recovering every penny he was seeking in a confidential high-seven-figure settlement.

- Obtained summary judgment against an insurer who denied insurance coverage in a multi-million dollar real estate dispute and settled bad faith claims against the carrier for a multi-million dollar recovery.
- Obtained complete summary judgment in federal court on behalf of Universal Music Group against claims of trademark infringement, dilution, and false designation of origin brought by a former band manager seeking millions of dollars in royalties.
- Obtained a favorable settlement for record executive and manager Kevin Liles in a dispute over unpaid commissions against rapper Ty Dolla \$ign.
- Won a complete dismissal of all class action claims against California Bank & Trust arising from the bank's takeover of failed assets from the FDIC. All class action claims were dismissed on the eve of a class certification hearing. Sasha then obtained summary judgment on the remaining claims.
- Represented a former CEO of one of the largest Middle East energy companies in the world against his former employer in a major unlawful termination and whistleblower action in Michigan District Court. After the former CEO was fired, he was forced to flee the Middle Eastern country after the company threatened him and his family with imprisonment. The case was resolved.
- Successfully represented the manufacturer of Bosch and Thermador appliances in various business, commercial, intellectual property, and product liability matters.
- Won a unanimous defense jury verdict as lead counsel on behalf of a Fortune 500 company in a consumer credit reporting case.
- Obtained a successful settlement for SunCal, a major land developer, in a 60 million dollar dispute after a three-week jury trial. The case involved claims for breach of contract and fraud relating to an 800-acre real estate development in the Coachella Valley. Sasha tried the case in 2009 in Palm Springs, an area that was particularly hit hard by the global recession.

Honors and Awards

- 2018-2025 *Billboard* Top Music Lawyers
- 2024-2025 "Entertainment Business Visionary," *The Envelope* magazine, L.A. Times Studios
- 2024 Leading Commercial Litigators, *Daily Journal*
- 2019-2024 *The Best Lawyers in America*® (Intellectual Property Litigation)
- 2023 Music Lawyer of the Year, Century City Bar Association
- 2023 Leaders of Influence: Litigators & Trial Attorneys; 2022 Leaders of Influence: Thriving in Their 40's; Lawyers of Distinction, *Los Angeles Business Journal*
- 2019-2025 Southern California *Super Lawyers*®; 2009-2016 *Rising Stars*®
- 2018, 2021 *Variety* Legal Impact Report: Top Entertainment Lawyers

Professional Activities

- Member of the *Recording Academy*® and a voting member of the GRAMMY Awards—music's only peer-recognized accolade and highest achievement. The *Academy* supports music people in times of need through MusiCares and ensures music remains diverse and inclusive through its initiatives.
- Provides pro bono services with local organizations.
- Serves on a charitable foundation raising money for cancer research.
- Previously served on the Board of Directors of the Tupac Amaru Shakur Foundation, which provides education to underprivileged youth.
- Published author of numerous articles in various legal and academic fields, including database security legislation compliance, financial fraud, money laundering, foreign relations, cultural property protection, repatriation, and international law.