

Bryce Lourié

Associate

BLourie@ggfirm.com

Phone – 310.201.7531



Bryce Lourié is an Associate in the Environmental Group.

He advises on compliance with environmental laws and regulations, including those governing waste management, hazardous waste, water, and air quality. Bryce also navigates the challenges of complex recycling and sustainability laws, ensuring that clients remain current with evolving industry standards. In addition, he has been actively involved in consumer product compliance, addressing advertising and labeling requirements.

Bryce provides guidance on environmental permitting and supports environmental litigation cases involving major federal environmental statutes (CERCLA, RCRA, Clean Water Act, Clean Air Act) and California law. Bryce also defends clients in Proposition 65 enforcement actions and pre-litigation settlement efforts. Additionally, he conducts environmental due diligence on M&A deals, helping clients assess and mitigate risks during transactions.

Bryce earned his J.D. from the University of Southern California Gould School of Law, where he was active in the Energy & Environmental Law Society. He was also the winner of the oral argument competition as part of the Hale Moot Court Honors Program. During law school, Bryce served as a judicial extern for the Honorable William S. Dato of the California Court of Appeal, Fourth Appellate District.

Professional Affiliations

- Member, California Lawyers Association - Environmental Law Section
- Member, The Foundation for Natural Resources and Energy Law (FNREL)

Bar Admissions

- California

Services

- Environment
- Environmental Litigation
- Regulatory & Compliance Counseling
- California's Proposition 65
- Energy
- Branded Consumer Products
- Climate Change & Sustainability

Education

- University of Southern California Gould School of Law (J.D., *Order of the Coif*, 2024)
 - Legal Writing Fellow
 - Hale Moot Court Honors Program
- New York University (B.F.A., *Dean's List*, 2015)
 - Theatre

Languages

- French

Representative Matters

- Conducted environmental due diligence for acquisition of recycling facilities and transfer stations.
- Represented clients in Proposition 65 enforcement actions.
- Provided compliance advice to food manufacturers for complex FDA and USDA regulations.
- Supported food, drug, and cosmetic industry clients in voluntary FDA recalls.
- Advised national manufacturers on compliance with evolving recycling laws across the country.
- Advised companies of all sizes on compliance with Extended Producer Responsibility (EPR) laws across the country.
- Represented renewable energy producer in complex contract dispute involving renewable energy credits.
- Advised clients on air, water, and waste permitting requirements for various industrial operations.
- Defended manufacturers, distributors, and producers in consumer protection litigation related to food labeling and advertising.
- Advised manufacturers on compliance with toxics in packaging regulations.
- Advised and represented clients on emerging PFAS regulation.
- Advised clients on land use and CEQA issues including California's AB 130.
- Assisted clients on mandatory energy reporting under California's AB 802.

Publications

September 3, 2026

Federal District Court Upholds Oregon's Packaging EPR Law

August 12, 2026

FDA Proposes to Modify Self-Certification Rules for "Safe" Food Ingredients

August 7, 2026

California Considering Amendments to Proposition 65 Regulations

July 17, 2026

Court Blocks California from Enforcing Upcoming Recyclability Labeling Law, SB 343

June 30, 2026

Use By: Today—California's New Food Date Labeling Requirements Take Effect

June 23, 2026

SB 54 Under Fire: States and Industry Challenge California's Packaging EPR Law

May 1, 2026

California Publishes Long-Awaited Regulations for SB 54

March 20, 2026

SB 54 Regulations Approaching the Finish Line, Reporting Deadline on the Horizon

March 12, 2026

California's Textile EPR Law Approaches Its First Compliance Deadline

March 3, 2026

Proposition 65 Notice Defects: Perfection Not Required

February 20, 2026

Looking Forward: Circular Action Alliance's Plans for California in 2026

February 19, 2026

CalRecycle Publishes Several Components of the SB 54 Statewide Needs Assessment

January 28, 2026

SB 54 Advisory Board Meeting: Rescinded Regs and Reporting Requests

January 21, 2026

SB 54, Take Two (Again): California Pulls Packaging EPR Regulations Back for Revision

December 16, 2025

Prop. 65 Update: California Provides Clarity on BPS Warnings for Thermal Paper