

# RIANA S. PFEFFERKORN

rianap@gmail.com

## BAR MEMBERSHIP

---

Admitted to the State Bar of California, December 2009

## EDUCATION

---

**Juris Doctor, University of Washington School of Law**, Seattle, WA (2009)

- Class rank: top 33%; GPA: 3.6
- Topics and Development Editor, *Shidler Journal of Law, Commerce & Technology*

**Bachelor of Arts in English, Whitman College**, Walla Walla, WA (2003)

- *Magna cum laude*; class rank: 21 out of 372; GPA: 3.87; Honors List, 2000, 2001; Phi Beta Kappa

## PUBLICATIONS

---

- *Liability for Triggering of Search Engine Keywords after Rescuecom*, 5 *Shidler J.L. Com. & Tech.* 2 (Sep. 23, 2008), at <http://www.lctjournal.washington.edu/Vol15/a02Pfefferkorn.html>
- Riana Pfefferkorn, *et al.*, *Advocacy Strategies to Fight Eviction in Cases of Compulsive Hoarding and Cluttering*, 41 *Clearinghouse Rev.* 427 (Nov.-Dec. 2007)

## LEGAL EXPERIENCE

---

**Wilson Sonsini Goodrich & Rosati**, Palo Alto, CA

*Associate* (2011-present); *Summer Associate* (Summer 2008)

- Research and draft pleadings in Internet and copyright litigation matters; give IP counseling to startups
- As a summer associate, conducted research; drafted briefs, discovery requests, and client memoranda

**United States District Court**, San Juan, PR

*Law Clerk to the Hon. Bruce J. McGiverin* (2009-2011)

- Wrote opinions and reports on criminal and civil actions in chambers of U.S. Magistrate Judge
- Supervised and mentored student interns; attended hearings and judge's conferences with attorneys

**Ninth Circuit Court of Appeals**, Los Angeles, CA

*Intern to the Hon. Stephen Reinhardt* (Spring 2009)

- Conducted research, helped write bench memoranda, and cite-checked draft opinions for judge's clerks

**Washington Attorney General, Consumer Protection Division**, Seattle, WA

*Student Extern* (Spring 2008)

- Researched consumer protection; drafted enforcement letters and assurances of discontinuance

**American Civil Liberties Union of Washington**, Seattle, WA

*Student Extern* (Fall 2007-Spring 2008)

- Conducted research and wrote memoranda on privacy and free expression issues in Washington state

**Center for Democracy and Technology**, Washington, DC

*Student Intern* (Summer 2007)

- Drafted *amicus curiae* brief on behalf of plaintiffs in *ACLU v. Mukasey*, 534 F.3d 181 (3d Cir. 2008)

## SELECTED BUSINESS EXPERIENCE

---

**CNET Networks, Inc.**, San Francisco, CA

*Search Marketing Coordinator* (2004-2005)

- Maintained Google and Yahoo SEM accounts for various CNET brands

**Google, Inc.**, Mountain View, CA

*Creative Maximizer* (2003-2004)

- Created, expanded, and analyzed SEM campaigns for premium-level advertiser accounts