



Paula L. Zecchini

Vice Chair, Business Litigation

Seattle, Los Angeles

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Practice Areas

- Appellate
- Class Action & Mass Tort
- Commercial Litigation
- Domains
- Intellectual Property

Industry Sectors

- Media & Entertainment

Education

- Washington University School of Law, J.D., 2005
- University of California, Riverside, B.A., 2001
- University of California, Riverside, B.S., 2001

Bar Admissions

- California
- Illinois
- Washington
- Arizona

Court Admissions

- U.S. Supreme Court
- U.S. Court of Appeals for the Ninth Circuit
- U.S. Court of Appeals for the Second Circuit
- U.S. District Court -- Arizona
- U.S. District Court -- Central District of California
- U.S. District Court -- Eastern District of California
- U.S. District Court -- Northern District of California
- U.S. District Court -- Northern District of Illinois
- U.S. District Court -- Southern District of California

Affiliations

American Bar Association, Section of Litigation, Consumer Litigation Committee (Co-Chair, Class Action Subcommittee)

Master, Seattle Intellectual Property American Inn of Court

Member, International Trademark Association

Member, World Affairs Council

Paula L. Zecchini focuses her multi-state practice on complex commercial and intellectual property litigation, with an emphasis on the Internet, technology, and cross-border disputes. She has over a decade of experience litigating trademark infringement, unfair competition, false advertising, and defamation claims on behalf of Fortune 500 companies, small businesses, and individuals. Paula also provides clients with strategic guidance on a wide range of issues related to advertising and brand protection, including compliance with the Telephone Consumer Protection Act and the enforcement of intellectual property rights.

A skilled and decisive attorney, Paula has tried numerous cases to verdict as lead counsel. She most recently served as lead counsel for GoDaddy in a \$30 million, "bet-the-industry" cybersquatting action filed by the Academy of Motion Picture Arts and Sciences; the defense verdict is widely regarded as one of the top verdicts of 2015. Paula also has broad experience representing clients throughout the appellate process, having briefed and argued appeals before the Second and Ninth Circuits, as well as various state appellate courts, while serving as lead counsel on behalf of clients such as Bank of America, GoDaddy and Sea Shepherd.

Prior to practicing law, Paula served as a Special Operations soldier in the U.S. Army Reserve, graduating first in her class from the John F. Kennedy Special Warfare Center and School. She now serves as a volunteer attorney with the ABA Military Pro Bono Project and the Veterans Consortium Pro Bono Program, providing legal aid to veterans and service members at home and abroad. In 2015, Paula was selected to participate in the World Affairs Council's Fellow Program.

Experience

Counsel for a prominent racetrack in action receiving national media attention, including spot on HBO's Real Sports; secured dismissal on the pleadings

Counsel for an Italian manufacturing corporation in a breach of contract, fraud, and misappropriation of trade secrets action filed in Indiana receiving national media attention; matter settled

Lead counsel for an American manufacturing corporation in a dispute arising from a series of international contracts implicating the United Nations Convention on Contracts for the International Sale of Goods (CISG); secured dismissal on the pleadings

Lead appellate counsel for an American multinational banking corporation in proceedings before the U.S. Court of Appeals for the Ninth Circuit related to charges of fraud; remanded after oral argument

Lead counsel for amicus curiae, eNom, Inc., in proceedings before the U.S. Court of Appeals for the Ninth Circuit; resulted in issuance of favorable opinion

Lead appellate counsel in proceedings before the U.S. Court of Appeals for the Second Circuit related to the dismissal of a New York lawsuit alleging RICO violations and other tort claims arising from investments in an Italian Serie B football club; secured dismissal after oral argument

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Awards & Honors

- Fellow, World Affairs Council (2015)
- International Academy of Trial Lawyers Award (2005)
- Phillip C. Jessup International Moot Court Competition, Hardy C. Dillard Award (2005)

Lead counsel for GoDaddy in arbitration proceedings related to the bad faith denial of insurance coverage; matter settled

Lead counsel for two band members of Sugar Ray alleging various fraud and contract-based claims against lead singer and fellow band member in California action; matter settled

Lead counsel for environmental consulting firm in class action lawsuit alleging fraud and contract-based claims; secured dismissal of matter on the pleadings

Lead counsel for GoDaddy in class action lawsuit filed by victims of revenge porn related to hosting of various domains used by alleged revenge porn operators in Texas; secured dismissal of matter on appeal

Lead appellate counsel for Sea Shepherd in proceedings before the U.S. Court of Appeal for the Ninth Circuit arising from the loss of the vessel *Ady Gil*, as documented on the television show *Whale Wars*; matter settled

Lead counsel for GoDaddy in \$30 million, “bet-the-industry” cybersquatting action garnering national media attention; drafted the 124 pg. proposed order adopted near-verbatim by the court in ruling in favor of GoDaddy, as featured in the Daily Journal’s Top Verdicts of 2015

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