



→ Rachel Tarko Hudson

Partner

Four Embarcadero Center
Seventeenth Floor
San Francisco, CA 94111

T: +1.415.774.2999

F: +1.415.403.6229

rhudson@sheppardmullin.com

Rachel Tarko Hudson is a partner in the Intellectual Property Practice Group in the firm's San Francisco office.

Areas of Practice

Advertising

Rachel advises clients in conducting advertising campaigns, contests and sweepstakes, and cause marketing campaigns. She also counsels clients on compliance with e-mail, telephone, and SMS marketing regulations.

Technology and Commercial Transactions

Rachel drafts and negotiates agreements for software, SaaS, technology services, logistics, marketing, outsourcing, intellectual property licensing, sourcing and distribution agreements, and other commercial and transactional matters.

Privacy and Data Security

Rachel counsels clients on compliance with domestic and international privacy laws, including in Canada and the EU. She helps clients with drafting privacy policies and online terms of service for websites and mobile applications. She counsels clients experiencing data security breaches on response, notification, and mitigation.

Honors

Received Outstanding Volunteer in Public Service award from the Volunteer Legal Services Program of the San Francisco Bar Association, 2011

Experience

- Negotiated co-branded credit card agreements with the issuing banks and credit card networks for multiple international retail brands.
- Advised on an international cause marketing campaign for a global cosmetics company, including negotiating agreements with charities and registering the campaign with regulators in the United States and abroad.
- Negotiated and advised on the sale of a major business unit including resolving complex trademark ownership and usage issues.

- Negotiated an international shipping logistics deal for a global clothing retailer.
- Drafted and negotiated a material and ingredient purchase agreement for an international candy brand.
- Negotiated a gift card processing agreement for a traditional and e-commerce retail brand.
- Negotiated an agreement to license and provide customer development services for data center technology developer.
- Drafted and negotiated content licensing agreements for the launch of a gaming company's new clothing and accessories line

Media Mentions

The Battle in the Buckeye State: Round Four of the Democrat Debates comes to Ohio

The Fox News Rundown Podcast, 10.15.2019

ZEAVION Holding's \$127.5 million acquisition of Gymboree Play & Music

Don't Miss It: Hot Deals & Firms We're Following This Week

Law360, 07.01.2016

Sheppard Mullin Helps Toca Boca in Agreement

Daily Journal, 10.23.2014

Sheppard Mullin Guides App Developer in Tablet Agreement

The Recorder, 10.16.2014

Speaking Engagements

Restaurant Law Center 2019 Restaurant Legal Summit, October 23-25, 2019, Dallas, TX, Jason Mueller and Rachel Tarko-Hudson are speaking on "Marketing Wants To Do What? Sweepstakes, Influencers, Loyalty, and Other Advertising and Promotional Fun."

TerraLex Webinar, Sept. 17, 2019, Craig Cardon and Rachel Tarko Hudson spoke on, "The California Consumer Privacy Act: What It Means for Companies Doing Business in California."

PLI Advertising Law Institute, Sept. 13, 2019, San Francisco, Rachel Tarko Hudson spoke on "Endorsements, User-Generated Content, and Celebrities."

CCPA is Coming: What You Need to Know, Family Office Exchange Webinar, June 26, 2019

Global Compliance and Investigation Essentials, Sheppard Mullin and Bird & Bird Seminar, April 30, 2019, San Francisco, Rachel Tarko-Hudson spoke on "Global breach response – Responding to data risk around the world."

"Tracking, Aggregating & Profiling: U.S. & Global Privacy Developments," ANA/BAA Marketing Law Conference, Chicago, November 15, 2017

Events

Top Privacy and Cyber Questions in Uncertain Times: A Virtual Resource for In-House Privacy Teams
via Zoom, 04.07.2020

Navigating Complex Legal Issues Resulting From COVID-19: What Retailers Need to Know
via Zoom, 03.18.2020

Advertising Law Institute 2019
Practising Law Institute
October 17-18, 2019

Smart Retailing: Legal and Business Issues Regarding The Use Of Biometric and Behavioral Data In Real World
Retail Environments
RILA Retail Law Conference 2019
October 16-18, 2019

The California Consumer Privacy Act: What It Means for Companies Doing Business in California
TerraLex Webinar
09.17.2019

Memberships

Brand Activation Association

Practices

Advertising
Intellectual Property
Copyrights
IP Licensing, Technology and Commercial Transactions
Trademarks and Trade Dress
Privacy and Cybersecurity
Telephone Consumer Protection Act (TCPA)
Technology Transactions
California Consumer Privacy Act

Industries

Advertising
Entertainment and Digital Media
Fashion, Apparel and Beauty
Food and Beverage
Retail

Social Media and Games

Sports

Education

J.D., Georgetown University Law Center, 2010, Executive Editor, *Georgetown Journal of Legal Ethics*

B.A., University of Pennsylvania, 2004, *cum laude*

Clerkships

Extern to the Honorable Roger Titus, District of Maryland

Admissions

California

U.S. District Courts for the Northern and Central Districts of California