



→ 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 an associate in the Intellectual Property Practice Group in the firm's San Francisco office. She is Lead Associate of the Technology Transactions Team and the Privacy Team.

Areas of Practice

Rachel advises clients in the retail, technology, digital and social media, and other industries in online and mobile e-commerce transactions and vendor agreements, intellectual property licensing, commercial and development agreements, and other transactional matters. She assists clients in complying with domestic and international privacy laws, clearing advertising campaigns, conducting contests and sweepstakes promotional initiatives, and conducting e-mail, mobile, cause, and other forms of marketing.

Rachel focuses her practice on negotiating software licensing, data analytics, SaaS, outsourcing, and in-bound and out-bound intellectual property licensing transactions for clients across industries.

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

Events

Ad Law Symposium
Webinar, 05.04.2022

Who Turned Out the Lights?: FTC Steps Up “Dark Patterns” Enforcement of Retailers
Webinar, 02.02.2022

RILA Retail Law Conference
What’s Old Is New Again – Riding the Recommerce Wave
Webinar, 10.27.2021

Labor & Employment Update – What Retailers Need to Know
Webinar, 01.28.2021

Inaugural Ad Law Symposium
Webinar, 01.27.2021

Advertising Law Institute 2020
Practising Law Institute Webcast
In-person or virtual, 10.15.2020-10.16.2020

Hot Topics in Privacy and Cyber Security in Uncertain Times: A Virtual Resource for In-House Privacy Teams
Webinar, 07.15.2020

Privacy Leaders Circle: Los Angeles
A Truyo Virtual Event
07.07.2020

Trending Legal Issues in the Retail Industry
Webinar, 06.16.2020

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

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

Podcasts & Webinars

Ad Law Symposium
05.04.2022

Who Turned Out the Lights?: FTC Steps Up “Dark Patterns” Enforcement of Retailers
02.02.2022

Labor & Employment Update – What Retailers Need to Know
01.28.2021

Inaugural Ad Law Symposium
01.27.2021

Hot Topics in Privacy and Cyber Security in Uncertain Times: A Virtual Resource for In-House Privacy Teams
07.15.2020

Trending Legal Issues in the Retail Industry
06.16.2020

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

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 (CCPA)

ESG and Sustainability

Industries

Advertising

Entertainment, Technology and Advertising

ESG and Sustainability

Esports & Games

Food and Beverage

Retail, Fashion & Beauty

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