

LISA D. HERZOG
ATTORNEY/PROFESSOR
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PROFESSIONAL LICENSES/COURTS ADMITTED

- California Licensed Attorney (December 1997)
- California State Courts (December 1997)
- United States Federal Courts, Central District of CA (1997), Southern District of CA (1999), Eastern District of CA (2002)

PROFESSIONAL TEACHING AND LEGAL EXPERIENCE

Pepperdine University - Malibu, California

8/2008 - Present

Lecturer/Professor of Business Law (formerly Adjunct Professor until April 2021).

MBA Program, Graziadio School of Business and Management, Full Time and Fully Employed Programs.

Classes Taught: Business Law 470, Critical Thinking 480, Employment 503, Business Law 616, Negotiations and Resolution of Business Disputes 631, Business Law 653, International Business Law 673, Negotiations and Resolution of Conflicts 684.

Pepperdine University School of Law (Spring, 2013 only).

Class Taught: Law 2252 Financing for High Tech Start Ups.

Loyola Marymount University – Los Angeles, California

8/2018 – 5/2019

Part Time Professor and Advisory Council Member for Executive MBA Certificate Programs for Professional Athletes.

Business School

Class Taught: Business Law 2210 (BLAW 2210).

Law Office of Lisa D. Herzog - Manhattan Beach, California

9/2006 - Present

Litigation. Represent clients in wide range of employment and business litigation matters including wrongful termination/discrimination/wage and hour, commercial, business, real estate, defamation, Americans with Disabilities Act violations and copyright/intellectual property disputes. Prepare and argue motions, propound and respond to discovery, attend depositions, mediations and arbitrations, handle civil litigation matters from inception through post trial motions in both California and federal district courts exclusively for “AV” rated lawyers in their civil litigation practices.

Transactional. Prepare and implement operating agreements, corporate by-laws, buy/sell agreements and partnership agreements for business entities. Form various types of business entities. Create and implement management and executive employment/independent contractor agreements and corporate policies. Obtain copyrights and trademarks. Interpret and advise employers on existing employment/contractor and related business agreements. Assist corporate legal departments with legal transactions, contract review, employment law and insurance coverage issues.

EDUCATION

- Law School:** **Pepperdine University School of Law – Malibu, California** **9/1994 - 5/1997**
Juris Doctor
Emphasis in Civil Litigation, Entertainment Law, Labor/Employment Law and Tax.
Admitted to California State Bar, December 1997.
- Graduate School:** **Michigan State University – East Lansing, Michigan** **9/1986 - 12/1987**
Master of Labor & Industrial Relations
Emphasis in Employee Relations and Labor Law. Preeminent labor law program in U.S.
Dean's List and Department Scholarship Recipient.
- College:** **Michigan State University – East Lansing, Michigan** **9/1982 - 6/1986**
Bachelor of Arts, Communications & Psychology
Emphasis in Telecommunications, Advertising, Film, Economics, Psychology.
Dean's List and Teaching Assistant, Department of Communications.

PRIOR PROFESSIONAL LEGAL EXPERIENCE

D. Woolley & Associates, Inc. - Tustin, California **6/2009 – 6/2021**

In House Counsel. Prepared consulting agreements for professional services. Drafted corporate documents for in house companies. Handled company's legal matters including interface with outside counsel. Prepared and administered corporate/human resource policies and agreements. Prepared and filed copyrights and trademarks applications. Prepared mediation briefs/reports and expert witness reports/testimony for company President. Prepared written reports and materials for presentation to California professional licensing boards and trade associations.

Labor Compliance. Interfaced with the Department of Industrial Relations regarding labor law compliance and prevailing wage compliance for professional services firms. Drafted complaints for failure to pay prevailing wages filed with the Orange County District Attorney's Office. Prepared legal opinion letters regarding same sent to California Legislature, Governor's Office and Department of Industrial Relations.

Legislative Advocate/Writer. Prepared academic papers and articles on a variety of real property, financial, labor compliance and land surveying related topics for publication. Prepared presentation materials for seminars on real property fraud attended by FHFA-IG Investigators, FBI Agents, U.S. Secret Service, Postal Inspectors and U.S. Attorneys. Drafted legislation and obtained sponsors and opposed other legislation dealing with land surveying practice issues.

Associate Attorney. Merged Arnold & Herzog, LLP with Hart, King & Coldren. Practice areas remained the same.

Arnold & Herzog, LLP - Irvine, California

2/1999 - 4/2002

Partner and Attorney. Litigation: Represented Rite Aid Corporation and other large and medium sized employers in employment matters (discrimination, harassment, ADA – public accommodations, wrongful termination, and wage and hour disputes), business contract, real property, commercial lease and intellectual property disputes. Sixty to seventy percent (60-70%) of practice was in federal courts. Worked exclusively with seasoned AV Rated “big firm” trial lawyer for 7 years.

Transactional: Created and implemented management and executive employment and independent contractor agreements. Interpreted and advised employers on existing employment/contractor and business agreements. Formed business entities and prepared/ implemented operating agreements, corporate by-laws and partnership contracts for various types of business entities.

Freberg & Manly - Irvine, California

2/1998 - 2/1999

Litigation Associate. Represented several large real estate commercial developers in contract and construction disputes under direction of managing partner.

FEDERAL PUBLISHED CASES

Eiden v. Thrifty Payless, Inc. (E.D. Cal. 2005) 407 F. Supp. 2d 1165; *Sanford v. Thrifty Payless, Inc.* (E.D. Cal. 2005) 2005 WL 2562712; *Martinez v. Thrifty Payless, Inc.* (E. D. Cal. 2006) 2006 U.S. Dist. Lexis 4442; *Hubbard v. Rite Aid Corp.* (S.D. Cal. 2005) 2005 WL 5981336; *Hubbard v. Rite Aid Corp.* (S.D. Cal. 2006) 433 F. Supp. 2d 1150; *Dodson v. Albertsons* (E.D. Cal. 2008) 2008 WL 298823

SAMPLE PUBLISHED LAW REVIEWS AND JOURNAL ARTICLES



David E. Woolley and Lisa D. Herzog, *MERS: The Unreported Effects of Lost Chain of Title on Real Property Owners*, University of California Hastings Business Law Journal, 8 Hastings Bus. L.J. 365 (Summer 2012).

Article received extensive press coverage from CBS News (February 21, 2012); Institutional Risk Analytics– Christopher Whalen (August 2, 2011 and February 14, 2012); The Big Picture – Barry Ritholtz (October 24, 2011); California Lawyer (March 2013); Duke Law Journal–Adam Levitin (December 2013); Daily Show– John Stewart. Also cited in various court opinions, college and law school textbooks and law reviews.



Lisa D. Herzog and Wayne C. Arnold, *How Many Lawsuits Does It Take To Be Declared A Vexatious Litigant – Apparently More Than Judge Rafeedie Thought*, Orange County Lawyer (June 2006).

Article cited in various law reviews and court cases.

REFERENCES AND WRITING SAMPLES AVAILABLE UPON REQUEST