LISA D. HERZOG

ATTORNEY/PRACTITIONER

3525 Pacific Avenue
Manhattan Beach, California 90266
Cell: 310-210-8025
lisadianeherzog@gmail.com
lisa.herzog@pepperdine.edu
www.linkedin.com/in/lisa-diane-herzog

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**

MBA Program, Graziadio Business School, Full Time, Part Time, and Online Programs.
Practitioner of Business Law (formerly Adjunct Professor until April 2021).

Classes Taught: Business Law 653, Business Law 611, Business Law 632, Business Law 470, Critical Thinking 480, Negotiations Seminar 601, Business Law 616, Negotiations and Resolution of Business Disputes 631, International Business Law 673, Negotiations and Resolution of Conflicts 684.

Academic Lead Student Community Standards **09/2026 – Present**

Pepperdine Caruso School of Law, Straus Institute for Dispute Resolution - Spring 2025 to Present.

Adjunct Professor.

Class Taught: Law 1492 Negotiations.

Pepperdine Graziadio Business School (May 2024 to Present).

Assist Dean and Dean of Vice Dean of Academics with preparation of the AACSB accreditation report. Draft document, collect data from stakeholders, coordinate statistical information tables, assist in coordinating visit with Peer Revie Team.

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 -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 Caruso 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.

Mediation Training: **Pepperdine Caruso School of Law – Malibu, California** **6/2025**
Straus Institute for Dispute Resolution
Certificate Program
Mediating the Litigated Case

Graduate: **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.

Hart King (formerly Hart, King & Coldren) – Santa Ana, California **4/2002 - 9/2006**

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

Lisa D. Herzog and David E. Woolley, *Professional Services and Design Professionals' Agreements, Surveying and Geomatics Engineering Principles, Technologies and Applications*, Chapter 15, (2022 American Society of Civil Engineers). [peer reviewed]

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).

REFERENCES AND WRITING SAMPLES AVAILABLE UPON REQUEST