

Snell & Wilmer



Rachael Peters Pugel

Associate | Phoenix

Tel. 602.382.6158

rpugel@swlaw.com

Main Bio

Rachael Pugel focuses her commercial litigation practice on intellectual property, technology, and complex business litigation. Her case experience includes trademark infringement and validity, patent licensing agreements, copyright infringement, unfair competition, trade secret misappropriation, and domain name disputes. Rachael also has experience in TCPA, products liability, defamation, tortious interference, fraud, misrepresentation, breach of contract, and financial services litigation.

Rachael has litigated intellectual property and commercial matters before federal district and state courts, the United States Trademark Trial and Appeal Board, the Financial Industry Regulatory Authority, and the American Arbitration Association.

Through her pro-bono activities, Rachael has experience in representing clients in juvenile adoption and immigration removal proceedings. Rachael has also contributed to Snell & Wilmer's IP litigation blog, SWIPLit.com.

Education

- University of Arizona, James E. Rogers College of Law (J.D., magna cum laude, 2015)
 - Note Editor, Arizona Law Review
 - CALI Award Recipient for the highest grade in Patent Litigation and Arizona Civil Procedure
 - Ares Fellow for Professor William K. Sjostrom
 - Senior Vice President, Business Law Society
 - Social Chair, Law Women's Association
 - Volunteer, National Lawyers Guild Legal Referral Clinic
- Arizona State University (M.Ed., Elementary Education, 2011)
- Arizona State University (B.A., Political Science; B.A., Arts in History, summa cum laude, 2009)
 - Phi Beta Kappa
 - Moeur Award Recipient
 - National Society of Collegiate Scholars
 - Golden Key International Honour Society

Professional Memberships & Activities

- American Bar Association
 - Intellectual Property Section
 - Litigation Section
- State Bar of Arizona
 - Intellectual Property Section
 - Business Law Section
- Maricopa County Bar Association
 - Litigation Section
- Arizona Women Lawyers Association

Representative Presentations & Publications

- "[Music Modernization Act to Reform Copyright Law with Regard to Streaming Music Services](#)," Co-Author, SWIPLit Blog (October 15, 2018)
- "[Billions Once Again on the Line After Federal Circuit's Reversal in Oracle v. Google](#)," Co-Author, SWIPLit Blog (March 29, 2018)
- "[Supreme Court to Consider Constitutionality of AIA Inter Partes Review Proceedings](#)," Co-Author, SWIPLit Blog (June 14, 2017)
- "[Supreme Court to Consider Patent Exhaustion for International Sales](#)," Author, SWIPLit Blog (December 5, 2016)
- "[FTC Releases Report on Patent Assertion Entities](#)," Co-Author, SWIPLit Blog (October 7, 2016)
- "[A House of Cards: How Much Copyright Protection Remains for Architectural Works](#)," Author, JD Supra (August 9, 2016)
- "[Ninth Circuit: Copyright Holders Must Consider Fair Use Before Sending DMCA Takedown Notices](#)," Co-Author, SWIPLit Blog (September 21, 2015)
- "[So I Got This Letter Claiming Infringement. I Didn't Even Know the Picture Was Copyrighted...](#)" Co-Author, also available at [JD Supra](#) (December 14, 2015)
- "So You've Been Notified, Now What? The Problem with Current Data-Breach Notification Laws," Rachael M. Peters, 56 ARIZ. L. REV. 1171 (2014)

Professional Recognition & Awards

- The Best Lawyers in America®: Ones to Watch, Commercial Litigation (2021-2022)
- Pro Bono Attorney of the Year, Florence Immigrant & Refugee Rights Project (2019)

Community Involvement

- Teach for America, Phoenix Associate Board of Directors (2016-present)
- Homeless Legal Assistance Project

Previous Professional Experience

- United States District Court, District of Arizona, Judicial Extern to Hon. James A. Soto (2015)
- Snell & Wilmer, Summer Associate (2013 & 2014)
- Zeitlin & Zeitlin, P.C., Legal Assistant (2011-2012)

- Teach for America/Desert Spirit Elementary School, 4th & 5th Grade Teacher (2009-2011)
- Arizona State University, Department of Political Science, Junior Fellow (2009)

Bar Admissions

- Arizona

Court Admissions

- Supreme Court of Arizona
- United States District Court, District of Arizona