



## → Lisa Yun Pruitt

### Associate

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Lisa Yun Pruitt is an associate in the Business Trial Practice Group in the firm's Del Mar office and has previously served as a member of the San Diego office's Diversity and Inclusion Working Group Committee.

### Areas of Practice

Lisa specializes in complex disputes, including consumer class actions. Lisa regularly advises clients on consumer compliance matters, including issues related to the Telephone Consumer Protection Act (TCPA) and the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (CAN-SPAM Act). Additionally, she has successfully represented clients in claims involving:

- Telephone Consumer Protection Act (TCPA) and related state telemarketing laws
- Fair Debt Collection Practices Act (FDCPA)
- California Rosenthal Act
- Fair Credit Reporting Act (FCRA) and California Consumer Credit Reporting Agencies Act (CCRAA)
- California's Unfair Competition Law (UCL)
- Automobile Sales Finance Act (ASFA or Rees-Levering)
- California's Consumers Legal Remedies Act (CLRA)
- Other business claims, including breach of contract, mortgage-related litigation, false advertising, fraud, etc.

Lisa also has over ten years of experience in the area of bankruptcy law. She represents clients across a variety of industries, including financial institutions, auto finance companies, Fortune 500 companies, retail pharmacy chains, healthcare companies, and for-profit educational institutions.

### Honors

Rising Star, San Diego *Super Lawyers*, 2020-2021

Finalist, Leaders in Law, *San Diego Business Journal*, 2019

San Diego Rising Star, *Super Lawyers*, 2019

Pro Bono Publico Award, Casa Cornelia Law Center, 2018

San Diego Rising Star, *Super Lawyers*, 2018

Final Nominee for Women to Watch Award, *Connected Women of Influence*, 2018  
Wiley W. Manuel Certificate for Pro Bono Legal Services, *State Bar of California*, 2017  
San Diego Rising Star, Super Lawyers, 2017  
Best of the Bar, *San Diego Business Journal*, 2016  
Young Attorney, *The Daily Transcript*, 2014

## Articles

- Complying with the TCPA  
*Bloomberg Law*, 08.2023
- Complying with the TCPA  
*Bloomberg Law*, 04.2021
- One “Chirp, Buzz, Or Blink” is Not enough to Sue Under the TCPA  
*San Diego Defense Lawyers*, Fall 2019
- The Sixth Circuit Limits the Meaning of ATDS Under the TCPA  
*The National Law Review*, Fall 2019
- *The United States Stands Alone: An International Consensus Against Juvenile Life Without Parole Sentences*, 20. S. Cal. Interdisc. L. J. 727, 2011

## Privacy Law Blog Posts

- “Will More Clarity on Definition of ATDS Under TCPA Finally Be Here Soon?” September 26, 2019

## Class Action Defense Strategy Law Blog Posts

- “The Ninth Circuit Further Narrows The Meaning Of ATDS Under The Telephone Consumer Protection Act,” November 29, 2022
- “The U.S. Supreme Court Limits TCPA Liability By Narrowly Interpreting ATDS,” April 5, 2021
- “The Sixth Circuit Broadly Defines ATDS, Widening The Split Among Circuits Before The Supreme Court Rules Next Year,” July 31, 2020
- “U.S. Supreme Court to Address Circuit Split on Definition of ATDS Under The TCPA,” July 10, 2020
- “Death by a Thousand Cuts? Supreme Court Finds Government Debt Exception to TCPA Unconstitutional, Opening Door to Similar Attacks on FCC Regulations,” July 7, 2020
- “The Second Circuit Invites All The Party Plaintiffs To The Disco With Broad Definition Of ATDS Under The TCPA,” April 13, 2020
- “California Court Sets High Bar For Class Certification In False Advertising Cases,” February 13, 2020
- “Rikki, Don’t Autodial That Number! – Ninth Circuit Doesn’t Want You To Call Nobody Else (in violation of the TCPA),” October 26, 2018
- “The TCPA And Mortgage Servicing Rules: Caught Between A Rock And A Hard Place,” March 29, 2016
- “CFPB Report Targets Arbitration Clauses,” January 9, 2014

## Financial Institutions Law Blog Posts

- "No Change Of Position, No Estoppel," January 9, 2015
- "If It's Not In Writing, It Didn't Happen: Oral Promises To Modify A Loan Are Not Enforceable," January 29, 2014

## Media Mentions

Best of the Bar 2016

*San Diego Business Journal*, 04.2016

The *Daily Transcript* Congratulates Young Attorneys 2014

*San Diego Daily Transcript*, 12.18.2014

## Speaking Engagements

Co-Presenter, "2024 TCPA Risks Regulations and Compliance," MCLE presentation, Online, December 9, 2024

Co-Presenter, "TCPA and CAN-SPAM Act: Understanding and Mitigating Risks in the Healthcare Setting," MCLE presentation, Online, August 2, 2022

Panelist, "Collect, Report, Repeat: There's More to the Debt Recovery Process," National Apartment Association Legal Symposium, San Diego, CA, June 30, 2022

Organizer and Co-Moderator, "Breaker Barriers," Korean American Bar Association – MCLE presentation, San Diego, CA, April 8, 2021

Co-Presenter, "What You Need To Know About The Attorney Client Privilege," MCLE presentation, Plano, Texas, October 30, 2019

Organizer and Co-Moderator, "Breaking Barriers," Korean American Bar Association – MCLE presentation, San Diego, CA, April 6, 2017

## Memberships

2022-2024, Regional Governor, International Association of Korean Lawyers

2020, NextGen Committee Member, National Conference of Bankruptcy Judges

2014-2017, 2019-2020 Board Member, Korean American Bar Association

2019 Member, National Asian Pacific American Bar Association

2017-2018 Board of Directors, Marketing Committee – Women's Museum of California

2016-2017 LEAD San Diego – IMPACT Program Graduate

2015-2019, Member, San Diego Defense Lawyers

2014-2017, William L. Todd, Jr. American Inn of Court

2014-1015, Louis M. Welsh American Inns of Court

## Practices

Litigation

Class Action Defense

Bankruptcy and Restructuring

Bankruptcy Litigation

Telephone Consumer Protection Act (TCPA)

## Education

J.D., University of Southern California, 2011, Content Editor of the *Southern California Interdisciplinary Law Journal*, Recipient of the USC Scholarship, Alumni Co-Chair of the Asian Pacific American Law Students Association

B.A., University of San Diego, 2006, Dean's List, Recipient of the USD Scholarship and Arthur E. Hughes Endowment Scholarship

## Clerkships

Judicial Law Clerk for Chief Justice F. Michael Kruse, High Court of American Samoa, July 2012 to August 2013

Extern for Honorable Stephen V. Wilson, United States District Judge for the Central District, January 2010 to April 2010

## Admissions

California

American Samoa

U.S. Bankruptcy Court for the Central, Eastern, Northern and Southern Districts of California

U.S. District Court for the Central, Eastern, Northern, and Southern Districts of California

U.S. District Court for the Western District of New York

U.S. Court of Appeals for the Ninth Circuit

U.S. Court of Appeals for the Second Circuit