



Jacob A. Zuniga

ASSOCIATE

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PRACTICE AREAS

Litigation

Pronouns:
he / him / his

Jacob's representation spans all phases of a case from pre-litigation evaluation and discovery to dispositive motion practice, trial, and if needed, appeal. His substantive experience includes claims relating to securities, consumer protection, intellectual property and commercial law, causes arising under the False Claims Act, and class action defense. He has argued before various state and federal courts, including the Ninth Circuit Court of Appeals. In doing so, Jacob secured the prejudicial dismissal of eleven of twelve claims in a fraud and trade secrets controversy, leaving only a case of breach of contract for further court consideration.

Jacob has also successfully obtained damage limitations based on constitutional preemption, and victory at a federal trial involving allegations of monopolization. Currently, Jacob serves the WSBA's Section on Antitrust and Consumer Protection as a member of its Executive Committee.

Prior to working at Pacifica, Jacob clerked for the Honorable Mary Kay Becker of the Washington Court of Appeals, and as an extern to the Honorable Mary H. Murguia of the U.S. Court of Appeals for the Ninth Circuit.

In his free time, Jacob enjoys studying art and political economy, playing chess, and seeking out great meals.

Bar Admissions:

- Washington

Education:

- University of California, Berkeley, B.A., Political Economy
- University of Arizona, James E. Rogers College of Law, J.D., *cum laude* (Managing Editor, Arizona Law Review)

Honors:

- Selected for inclusion in "Ones to Watch" list in *The Best Lawyers in America* in the field of Commercial Litigation, 2025

Publications:

- Supervisory Liability Under 42 U.S.C. § 1983 In *The Wake of Iqbal & Connick*: It May Be Misconceived, But It's Not A Misnomer, 56 Ariz. L. Rev. 601 (2014)

Professional Organizations:

- Member of the Executive Committee for the WSBA Section on Antitrust and Consumer Protection