

WILSON SONSINI

Samantha Alexandria- Booth Machock

OF COUNSEL

Litigation
San Diego

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FOCUS AREAS

Class Action Litigation
Consumer Litigation
Internet Strategy and
Litigation
Litigation
Privacy and Cybersecurity
Supreme Court and
Appellate

HIGHLIGHTS

■ Experienced Litigator

Samantha has successfully represented clients in high-stakes consumer class action and privacy litigation at all stages of proceedings—from trial court to the U.S. Supreme Court.

■ Diverse Practice

Samantha's practice focuses on helping clients navigate cutting-edge issues related to arbitration, class actions, consumer protection, data privacy, and the First Amendment, both in and prior to litigation. Recent victories include complete dismissal of a putative TCPA class action; complete dismissal of claims seeking to create novel and far-reaching privacy rights for drivers under California's Unfair Competition Law; and wins for clients on defamation, First Amendment, and other speech-related claims.

EXPERIENCE

Samantha Machock is Of Counsel in the San Diego office of Wilson Sonsini Goodrich & Rosati, where she is a member of the internet strategy and litigation group. Her practice focuses on helping clients navigate cutting-edge issues related to arbitration, class actions, consumer protection, data privacy, and the First Amendment, both in and prior to litigation. Her recent victories include complete dismissal of a putative TCPA class action, complete dismissal of claims seeking to create novel and far-reaching privacy rights for drivers under California's Unfair Competition Law, and wins for clients on defamation, First Amendment, and other speech-related claims.

Samantha represents internet and other technology companies in complex, high-stakes litigation. She has extensive experience representing companies in both trial court and appellate proceedings—including before the U.S. Supreme Court—and has successfully briefed and argued appeals before the Ninth Circuit, Seventh Circuit, Fourth Circuit, and California state courts. She offers her clients creative solutions to complex legal questions and has secured victories for her clients on a wide range of dispositive motions and class action issues, at all stages of litigation and arbitration.

Samantha routinely speaks and publishes on trends in privacy litigation—including on topics such as the Internet of Things, the CCPA, and other regulations. Samantha has also spoken as a panelist on global class action trends and authored numerous amicus briefs supporting speech rights in First Amendment cases.

Samantha clerked for the Honorable Carlos T. Bea on the U.S. Court of Appeals for the Ninth Circuit, and worked for two years for a respected JAMS arbitrator.

CREDENTIALS

Education

- J.D., UCLA School of Law, 2014
Order of the Coif; Michael T. Masin Scholar; Senior Editor, UCLA Law Review
- B.A., Global Studies, University of California, Santa Barbara, 2009
Summa Cum Laude

Associations and Memberships

- Executive Board, Emerging Leaders Council, Bottom Line (2019-2021)

Admissions

- State Bar of California
- State Bar of Illinois

MATTERS

Select Matters

Samantha has extensive experience defending and counseling clients on arbitration enforcement and class action issues, as well as a robust appellate practice focusing on First Amendment and other speech-related issues. She has:

- Secured complete dismissal of a suit against an automobile manufacturer seeking to create novel privacy rights for vehicle owners
- Secured complete dismissal with costs of a putative TCPA class action against a ride-sharing company
- Secured a favorable resolution in a putative data breach class action against a medical company
- Secured favorable resolution of numerous putative class actions challenging banking fee disclosures and practices
- Secured favorable resolution of numerous putative class actions against a telecommunications company challenging consumer fee disclosures
- Secured a favorable judgment for a technology client in defamation case
- Secured reversal of an adverse judgment on appeal in a case involving First Amendment rights to engage in campaign speech
- Represented a technology company challenging restraints on corporate speech related to data privacy, including on appeal
- Represented a technology company in putative class actions challenging consumer disclosures and privacy issues, including on appeal
- Secured complete dismissal of claims against a pension fund and affirmance on appeal
- Secured a full judgment, after arbitration, in favor of a client in a commercial contract dispute
- Counseled clients across industries on corporate speech issues, arbitration enforcement, and compliance with various state cybersecurity and data-privacy laws, including the CCPA