

INTELLECTUAL PROPERTY **HOT LIST** | A SPECIAL REPORT

This week we recognize 15 law firms that accomplish great things in the realm of intellectual property law. We asked our readers to suggest firms that won major cases during 2014—both in dollars and impact—and received dozens of replies. We also conducted our own extensive research to identify the firms you'll find profiled here. They range from major firms with 1,000 or more lawyers to smaller shops that do IP law exclusively.



HEIDI KEEFE

Cooley

The “Like” and “Share” buttons are integral to Facebook, but did the social-media giant infringe two patents by employing them on its site? That’s what Rembrandt Social Media L.P.—a so-called “patent troll”—claimed in 2013 when it sued Facebook Inc.

In stepped the intellectual property litigation team at Cooley, which has handled some 70 patent cases for Facebook since 2008. First, the Cooley lawyers persuaded a judge in the Eastern District of Virginia to dismiss willful and indirect patent claims. Then they rolled out a series of prior-art claims, establishing that the patent holder hadn’t invented the concept or technology at issue. That took the “like” and “share” buttons off the table. Finally, the Cooley team in June 2014 convinced a jury that two remaining features did not infringe on

Rembrandt’s patents, which the jury found invalid. It was just one of three court victories the firm secured for Facebook in 2014.

“I find tremendous benefit from the knowledge [the Cooley team] gained about Facebook and the relationships they’ve built across the company as a result of all the cases they have handles for us,” said Sam O’Rourke, the company’s chief intellectual property counsel. “Most importantly, they win cases.”

Cooley’s intellectual property practice represents a who’s who of Silicon Valley companies, including Apple Inc., Google Inc. and HTC Corp.

“I think Cooley understands the client’s business better than anyone else,” said intellectual property partner Heidi Keefe, who represents Facebook. “We’re not just their lawyers, we’re their partner in getting them back to making the cool things we all love to play with and use.”

The firm last year successfully defended Gilead Sciences Inc.’s rights to hepatitis C drug Sovaldi, and represented HTC and Motorola Mobility in a U.S. International Trade Commission trial that led to a favorable settlement involving smartphones and tablets.

—KAREN SLOAN

FIRM FACTS:

- **Year founded:** 1920 ■ **Headquarters:** Palo Alto
- **Total attorneys:** 755 ■ **IP partners:** 50 ■ **IP associates:** 84