

Daily Journal

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The Leading Intellectual Property Attorneys in California 2015

The most compelling aspect of choosing the list of leading intellectual property attorneys in California is recognizing the diversity of their achievements, and their ability to stay on the cutting edge of new developments in patent, copyright and trademark law.

While based in the state, leading litigators travel the nation to try cases, whether it's in the Eastern District of Texas, the U.S. International Trade Commission, or a new U.S. Patent and Trademark Office proceeding to determine whether a patent is valid. A few litigators successfully argued or defended cases before the U.S. Supreme Court. Copyright attorneys were in the midst of battles between technology and content providers. Trademark lawyers fought to protect their clients.

The patent prosecutors and portfolio managers on the list represent medical device makers and technology companies, drafting and defending new patents, protecting trademarks and copyrights, while often handling IP aspects of major acquisitions.

The lawyers chosen for this year's list helped to advance technological innovation or transform the law while representing a range of clients that includes Hollywood studios, technology giants, aggressive startups, and the daughter of a screenwriter. The list demonstrates the impressive and diverse work done by California attorneys whose work advances the state's leadership in intellectual property law.

—The Editors

TOP LITIGATORS OF INTELLECTUAL PROPERTY

Michael G. Rhodes

FIRM:
Cooley LLP

CITY
San Francisco

SPECIALTY
Patent, Trademark



Rhodes goes the opposite way.

"I'm a pretty good canary in the coal mine. If I don't understand a concept [in layman's terms], I know the jury isn't going to get it," Rhodes said. "I'm always the dumbest guy in the room."

Rhodes has handled more than 70 patent cases. One of his more frequent clients is Facebook Inc., which Rhodes has served as lead trial counsel on more than 25 infringement cases.

He won a jury verdict last June for Facebook in a lawsuit brought by Rembrandt Social Media LP, which claimed two of its patents related to delivering webpages to people's computers were infringed.

The plaintiff initially sought \$500 million. *Rembrandt Social Media LP v. Facebook Inc.*, 13-158 (E.D. Vir., filed Feb. 4, 2013).

In a jury trial, Rhodes and two Cooley

partners — Heidi L. Keefe and Mark R. Weinstein — successfully proved Facebook didn't infringe the patents and that they were also invalid.

His team's success, he said, is based on the ability to distill complex details about technology into simple, digestible terms for the jury. He said the infringement claims made by Rembrandt Social Media didn't pass muster because they had been "rendered obvious" by other previous inventions.

"For us, it was a clean sweep," he said.

They also perform so well together, Rhodes added, because the team has worked on dozens of patent trials with each other.

"We view each other as co-leads. We each have areas in the case where we'll be more front and center," he said.

— Saul Sugarman

While lawyers often clamber over each other to prove themselves the smartest person in the room,