

TOP INTELLECTUAL PROPERTY ATTORNEYS in California for 2016

When we're listening to pre-1972 music on rotation in our smartphones or reaching for a ketchup bottle at lunch, intellectual property doesn't come to mind. But these are just a few examples of the work behind the California attorneys we chose on our list for their efforts protecting the intellectual property belonging to companies of all sizes across the country and around the world.

As technology makes vast improvements year after year across the industry spectrum, intellectual property attorneys — litigators and patent prosecutors — are rolling up their sleeves to stay ahead of the game. In California, established Silicon Valley and booming Silicon Beach have created global hubs for such innovation to take place in on-demand services, social media, health care, consumer technology and other various fields. But the fight to protect patents, copyrights and trademarks can start on a local court level and move to the appellate courts, while also heading to the U.S. Patent and Trademark Office, the U.S. International Trade Commission and the U.S. Supreme Court.

Intellectual property attorneys face many hurdles as they try to protect the branding of companies for consumers and a range of venues for those who want to protect their innovations. The attorneys in this issue took those challenges head-on and pushed technological progress forward.

—The Editors

Mika Reiner Mayer

FIRM

Cooley LLP

CITY

Palo Alto

SPECIALTY

Patent counseling and prosecution



Mayer moved to Cooley LLP from Morrison & Foerster LLP in June, followed by an 11-member MoFo life sciences practice group that included attorney and licensed physician

Walter S. Wu, four associates and six patent agents.

She brought with her clients like diabetes monitoring equipment maker Intuity Medical Inc., dry eye medical device developer Oculieve Inc. and lower limb prosthetic maker Freedom Innovations LLC.

"There have been good times and bad times," Mayer said of the transfer, "but overall it's been a really great move, and I'm excited to be here."

She declined to spell out details. "Transitions can be hard, and I'll leave it at that," she said. "But I've been here a little over a month now, and I'm working collaboratively with people from all over the firm. There's a real entrepreneurial spirit here that fits my personality. I'm having a blast."

At MoFo, she was a trailblazer — the youngest person in the firm's 133-year history to make partner at age 30. With mentor Thomas E. Ciotti, she developed a niche practice that has become a specialty by co-founding the firm's Venture Intellectual Property group while still an associate.

The idea was to perform detailed inves-

tor-side IP due diligence investigations ahead of mergers, acquisitions or major financial commitments.

"He'd get calls to do due diligence work and he'd call on me to help him," Mayer said of Ciotti, now a MoFo senior counsel. "One day we were presenting our findings to a local VC and they told us what we were doing was phenomenal."

"It turned out that most people thought of IP due diligence as a kind of rote check-the-box exercise," she added. "We dug into the risks and figured out whether they were fixable. We decided to market that."

At Cooley, she has continued her IP due diligence practice.

"Now, at this second, I have six of them going on," Mayer said earlier this month.

"I still do a ton of patent prosecution work, but the due diligence area is hot. I hear, 'Hey, I'm going to buy a company' or 'Hey, I want to put seed money in.' If the day you launch, are you going to get sued? No investor wants to invest in a lawsuit. I dare say I've done more IP due diligence than any other lawyer around."

— John Roemer