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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

Adrian M. Pruetz

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CITY
Los Angeles

SPECIALTY
IP litigation



As a litigator, Pruetz's aptitude spans the intellectual property spectrum from copyright, trade secrets and trademark to complex technology patents.

Pruetz, who chairs Glaser Weil's IP practice, represented Nero Inc. in a patent infringement case brought by JVC

Kenwood Corp. in 2012 asserting 14 patents and 36 patent claims. JVC voluntarily dismissed five of the patents, and Pruetz won summary judgment of non-infringement on remaining nine patents in the Central District.

JVC appealed to the U.S. Court of Appeals for the Federal Circuit and lost again in August 2015. *JVC Kenwood Corporation v. Nero Inc.*, 12-CV-03662 (C.D. Cal., filed April, 2012)

"For our client Nero, it was a bet-the-company case because JVC wanted so much money," Pruetz said. "It was a wonderful win in district and federal appeals court."

Irvine-based television maker Vizio Inc. has leaned on Pruetz for several cases, including a 2014 trademark case brought not by a rival but by scooter company Razor USA LLC. They claimed that Vizio's Razor LED television line "infringed and diluted" Razor's "famous" trademark.

"Trademark cases are very factual and hard to get summary judgment on,

so we thought we could move on willfulness, having to show the infringement is intentional," Pruetz said. "Vizio was certainly not trying to tie this line of TVs to any other product."

Through mediation, Pruetz forced the case down to a low-dollar number and the scooter company ended up buying the trademarks, an irrelevant outcome for Vizio because the company was already phasing out the Razor line, Pruetz said. *Razor USA LLC v. Vizio Inc.*, 14-CV1586 (C.D. Cal., filed Sept. 30, 2014)

Pruetz's keenness toward IP runs in the family. Before joining Glaser Weil about five years ago, she and her daughter handled IP litigation in a small family firm. Her daughter, Erica J. Van Loon, is now a partner at Glaser Weil.

"I really enjoy cutting-edge technology," Pruetz said. "One of the reasons I went into IP was I thought it would be fun and interesting to combine using the law with learning about new tech, brands and business development."

— Banks Albach