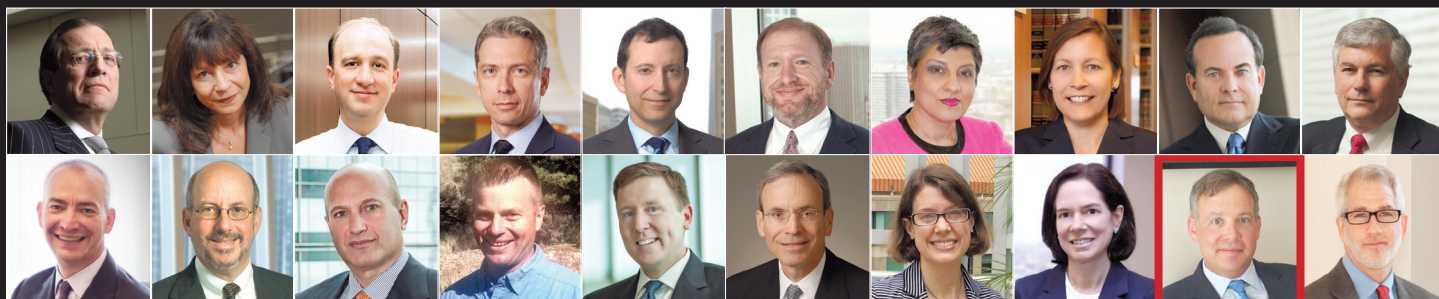


INTELLECTUAL PROPERTY **HOT LIST**



A SPECIAL REPORT

Even law firms rooted in the 19th and early 20th centuries—and steeped in traditional practices—have become leaders on the latest trends in intellectual property law, fiercely battling a decidedly 21st century development, patent trolls. We received dozens of nominations for our annual list of the hottest IP firms, and after extensive research concluded the 20 listed below deserved the accolade. Many rank among the most venerable in the country. Apparently that's no bar to life on the cutting edge.

WILSON SONSINI GOODRICH & ROSATI

INTELLECTUAL PROPERTY **HOT LIST**



DAVID KRAMER

Wilson Sonsini Goodrich & Rosati

The resurgence of the technology industry has helped Wilson Sonsini Goodrich & Rosati consolidate its role as one of the top law firms for Silicon Valley companies. But the growth has come in intellectual property fields not anticipated even a year or so ago, said co-managing part-

ner Douglas Clark in the Palo Alto office. "There are all kinds of trends in the practice," he said.

One example is Wilson Sonsini's push into "postgrant" review before the U.S. Patent and Trademark Office—a result of expanded procedures written into the America Invents Act of 2011.

Another, especially in the life-sciences and medical-devices fields, is helping to develop an "IP strategy," Clark said. That entails thinking in ways that might enhance partnerships and development agreements down the road. Clark points to colleague Kenneth Clark as a lead partner in this area. And then there is litigation for the likes of Google Inc., Dropbox Inc. and Twitter Inc. Last year, the firm successfully defended Google and YouTube against copyright infringement claims brought by Viacom International Inc. and others. Partners Michael Rubin and David Kramer led the way in that case and in another victory for Google—winning dismissal of class actions challenging the placement of "cookies" in Safari web browsers.

That suit relates to what Clark sees as another major emerging issue: "The increasing centrality of privacy" in IP regulation and litigation in the United States and abroad. "We're taking a hard look," he said, at the recent European Court of Justice ruling granting a "right to be forgotten" on search engines. Thankfully, he said, "our attitude toward privacy is sufficiently different that a ruling like that is way off in the United States."

—TONY MAURO

FIRM FACTS:

■ **Year founded:** 1961 ■ **Headquarters:** Palo Alto ■ **Total attorneys:** 650 ■ **IP partners:** 45 ■ **IP associates:** 140 ■ **Patent agents:** 30