

EXTRA

Trials, transactions and the
insider's guide to the
practice of law.

Supplement to the Los Angeles Daily Journal
and San Francisco Daily Journal

COVER STORY

THINK BIG

With just about every lawyer these days touting his premier copyright, trademark and patent practice, who really stands heads above the rest in intellectual property law? We offer a brain trust of 25 lawyers who comprise the state's best and brightest in the white-hot specialty.

It's not enough to say you're an intellectual property lawyer these days. Everyone else says the same thing.

The first-year associate down the hall who made photocopies at Kinko's for that big client pitch probably lists copyright as an area of expertise on his résumé.

The number of attorneys angling for a piece of the intellectual property action is vast enough to create more than a few hurdles for Daily Journal EXTRA in our search for California's top lawyers in the field.

Not ones to make the process any easier on ourselves, we cast a broad net. Instead of focusing on patent litigators or tossing aside law school professors or in-house counsel, we left the scope of intellectual property practice wide open. The only requirement was that the attorneys reside in California.

We took submissions from law firms, dissecting each candidate to verify clients and cases. We called experts in the field to solicit their opinions on who the best really are, and we spent hours doing our own research into the biggest names, cases and companies with IP hooks.

When all was said and done, we found

headSTRONG

Because lurking behind every corner is yet another lawyer claiming to be an IP pro, Daily Journal EXTRA sifted through the gray matter and compiled its list of the state's 25 top copyright, trademark and patent legal minds.

By Robin Davidson

TERRY MCMAHON **McDermott, Will & Emery (Palo Alto)**

His move to McDermott Will in Jan. 2001 after building Orrick, Herrington & Sutcliffe's intellectual property practice put the Chicago-based firm on the map in IP circles in California, and his prominence as a successful trial lawyer and rainmaker have lured other attorneys looking for new homes. McMahon, 53, gets credit for the key hires, like Vera Elson, and general expansion the firm has made in that area. But it's his work for clients like Advanced Micro Devices and Broadcom Corp., for which he defeated a \$246 million patent infringement claim brought by Intel, that earn him a place as one of the state's most sought-after IP lawyers.



McMahon

we had quite an assortment of lawyers — practitioners to career trial lawyers with a
from lifelong intellectual property relatively recent penchant for IP cases.