

Daily Journal

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Intellectual Property 2011

A Word About this List

Being a paid observer of the legal industry brings us a lot of enriching moments. But the absolute best part about our job is watching brilliant people facilitate creative ideas so that they blossom into real solutions. Nowhere is this more evident than in the intellectual property arena, in which lawyers draft and defend patents, copyrights and trademarks for medical cures, technological innovations and, of course, great entertainment.

This is the fourth year the *Daily Journal* has published a Top Intellectual Property Lawyers list. In putting it together, editors read hundreds of nominations from lawyers. We also consult *Daily Journal* reporters who cover this field and read our coverage of the practice.

To qualify, the lawyer must be based in California but his or

her work can be anywhere. Many of the litigators practice in the Eastern District of Texas but they also have cases in other federal districts and before the Federal Trade Commission in Washington, D.C. Portfolio managers work for companies in every corner of the globe.

The most important criterion for making the list is the impact of the work. How has this work affected an industry or society? Did it create or save jobs? Did it help bring to market a cure? Save a technological innovation?

The result is a lively mix of people doing fascinating work. There are tech gurus, science nerds and glitzy Hollywood folks. Read on. Get to know them.

— The Editors

TOP 75 LEADING IP LITIGATORS



JEFFREY D. GOLDMAN

Jeffer Mangels Butler & Mitchell LLP
Los Angeles
Copyright, Trademark

The Coca-Cola Co. had a problem, and the only cure was Jeffrey D. Goldman. Its international advertising campaign for the World Cup soccer tournament was in jeopardy, ensnared in copyright infringement allegations claiming unlawful use of a Spanish-language song used in its commercials. Goldman was tapped to throw a legal Hail Mary.

"They brought me in without anywhere else to turn...it was a situation the client needed a miracle to get out of."

Goldman delivered the unlikely miracle. The district court had already issued a preliminary injunction against Coca-Cola, establishing that the plaintiff was likely to succeed in collecting millions in advertising profits. To combat this, he ghost-wrote Coca-Cola's summary judgment, which was granted less than three weeks before the scheduled trial date of Feb. 23.

"No one really thought it would succeed, but ultimately it did. To me that's one of the proudest moments of my career."

Although Coca-Cola has international brand recognition, the case got little media attention. Goldman says that's just fine by him.

"I used to care more about cases that involved a big name or a celebrity, but at this point, I've become a little jaded. I'm more interested in making new law or a working in a new legal area than working on a case that's all over the news."

For nearly 20 years, Goldman has represented high-profile record companies and artists, guarding them against the onslaught of new technologies that provide their creations with no compensation. Although he protects its products and interests, Goldman doesn't think of himself as a "spokesperson" for the business.

"I don't consider myself part of the music industry. I'm just a lawyer doing the best job I can do."

Here is another matter Goldman recently worked on:

• *Interscope Records et al. v. Time Warner Inc., Warner Bros. Entertainment Inc., et al.* Goldman represents Interscope Records against Time Warner concerning \$50 million worth of alleged infringements of sound recording copyrights on the Ellen DeGeneres talk show.

— Eb Richardson