

## Sheppard Mullin Nabs Former Manatt IP Chair

By **Daniel Wilson**

*Law360, New York (January 04, 2012, 6:13 PM ET)* -- Sheppard Mullin Richter & Hampton LLP has added the former chairwoman of Manatt Phelps & Phillips LLP's intellectual property practice group with a strong entertainment industry focus to its Los Angeles office, the firm said Tuesday.

Jill Pietrini said she was thrilled to join Sheppard Mullin, praising the strength and breadth of the firm's 70-attorney-strong IP group, the reputation of its entertainment practice and the firm's growth.

"Sheppard Mullin's successful expansion, entrepreneurial culture and support of diversity initiatives have also been very attractive to me," Pietrini said.

Guy N. Halgren, Sheppard Mullin's chairman, said Pietrini's diverse entertainment and fashion industry client roster would mesh well with the firm's existing entertainment group clients. He also praised her reputation as an attorney.

"Jill is a powerhouse litigator, portfolio manager and trademark attorney, who has regularly been recognized among the top IP lawyers in [California]," Halgren said.

Pietrini's entertainment industry clients include band Metallica, singer Gwen Stefani, actor and singer Will Smith, film studio Summit Entertainment LLC and Fifty Six Hope Road Music Ltd. Inc., which owns the IP rights for deceased reggae singer Bob Marley.

Her practice covers an extensive cross-section of IP law, including trademark, trade dress, copyright, publicity, unfair competition and Internet domain registration issues, as well as some patent issues. She works on the registration and maintenance of IP with U.S. and foreign bodies, IP licensing and transfers, and manages more than 8,500 trademarks and IP portfolios.

IP litigation is another significant part of Pietrini's practice. She has handled cases in the U.S. and abroad, and more than 450 U.S. Patent and Trademark Office Trademark Trial and Appeal Board proceedings.

Carlo F. Van den Bosch, co-chairman of Sheppard Mullin's IP practice group, said that Pietrini will fit "extremely well" with the firm's culture.

"Jill joins Sheppard Mullin as part of our strategic goal of adding attorneys with thriving practices who also are proven leaders and builders, with the goal of continuing to grow our IP practice. She brings a significant trademark litigation practice to our Century City office and strengthens our global IP capabilities," Van den Bosch said.

Pietrini received her law degree from the Santa Clara University School of Law.

--Editing by John Quinn.

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