

# Daily Journal

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## TOP INTELLECTUAL PROPERTY ATTORNEYS OF 2014

The most fascinating, and challenging, aspect of naming the intellectual property attorneys in California is the extraordinary variety of their achievements. While they share the same practice area, the lawyers — chosen from hundreds of nominations, along with a few staff selections — range from patent specialists who try cases before the U.S. International Trade Commission to Internet experts who fight the creators of malicious software “botnets.”

To qualify for the list, an attorney must be based in California, even if much of his or her work is done elsewhere, whether it’s the ITC in Washington, D.C., the patent office in Virginia, or district courts in Delaware, Texas and other states. Their focus must be intellectual property, as opposed to general litigators who often handle such work.

The attorneys chosen for the list have helped to advance technological innovation and change the law during the past year, handling work critical to the future of the entertainment, medical and technology industries.

It’s an increasingly difficult group to choose, but the impressive and diverse array of talent from across California is testimony to the state’s leadership in intellectual property law.

—The Editors

## TOP LITIGATORS OF INTELLECTUAL PROPERTY

### JILL M. PIETRINI

**FIRM:**

**SHEPPARD, MULLIN, RICHTER & HAMPTON LLP**

**CITY**

LOS ANGELES

**SPECIALTY**

TRADEMARK, COPYRIGHT

**P**ietrini has long been the attorney behind Summit Entertainment LLC in infringement disputes over its popular teen movie series “Twilight,” putting a stop to everything from clothing lines to documentaries.

But Pietrini has also recently come to the defense of a newer teen franchise: “The Hunger Games.”

When online retailer Yagoozon Inc. began allegedly selling counterfeit “Mockingjay” pins — a popular symbol in the movie series — on Amazon.com in 2012, Pietrini filed a suit on behalf of client Lions Gate Entertainment Inc., which produces and distributes the series. The entertainment company licensed the right to sell “Hunger Games” items and merchandise to select third parties. One third party, National Entertainment Collectibles Association, refused to sell to Yagoozon, so the online retailer instead made

fake replicas of the movie’s iconic pin sold by National Entertainment, according to the complaint. *Lions Gate Entertainment Inc. v. Yagoozon Inc et al.*, CV12-10653 (C.D. Cal, filed Dec. 12, 2012).

She won a permanent injunction against Yagoozon late last year.

“I just like to be challenged in a case,” Pietrini said. “If there is an intricate issue, I’m going to figure it out.”

Pietrini originally had her sights set on entertainment law, but she fell into IP early in her career. With a focus on the entertainment industry, she said she gets the “best of both worlds.” She’s “grown old” with Metallica, the heavy metal rock band she’s represented since 1992, and worked closely with the family of late musician Bob Marley.

But the Central California native does have a soft spot for the farming industry. Having grown up on a small ranch, she’s put her familiarity with the industry



to good use by representing farming companies, such as Fresno-based Gerawan Farming Inc., in infringement matters.

“I can’t think of anything that bores me,” Pietrini said about intellectual property law. “You’ve always got something going on.”

—Kylie Reynolds