

Sheppard Mullin Adds Greenberg Patent Vet In Silicon Valley

By **Bill Donahue**

Law360, New York (February 13, 2013, 1:53 PM ET) -- Sheppard Mullin Richter & Hampton LLP has bolstered its Silicon Valley presence by luring a technology-focused veteran intellectual property attorney from Greenberg Traurig LLP to its Palo Alto, Calif., outpost, Sheppard Mullin announced Tuesday.

James W. Soong, who focuses on litigation and strategic counseling in the technology sector, joined Sheppard Mullin as a partner after splitting time between between Greenberg's Palo Alto and San Francisco offices. Before Greenberg, he worked in-house and at McDermott Will & Emery LLP's Northern California offices. He joins more than 85 attorneys in Sheppard Mullin's national intellectual property practice group.

The firm said Soong has experience counseling large and small clients in a wide range of intellectual property matters, including patents, trademarks, copyright issues and trade secrets, but focuses mainly on patent litigation and strategic development of global patent portfolios.

"Jim's patent expertise in the technology sector is a great fit for our rapidly expanding IP practice group," Sheppard Mullin Chairman Guy Halgren said in a statement. "He brings a valuable range of private practice and in-house experience."

The addition of a Silicon Valley vet like Soong will boost the firm's capabilities in the tech-heavy Northern California region, according Palo Alto office managing partner Marc A. Sockol.

"We are excited to have Jim on board in Palo Alto as we further grow the firm's presence in Silicon Valley, and in particular strengthen and deepen our bench of local IP attorneys," Sockol said in a statement.

The hiring will also help the firm on a national and international scale, said the firm's intellectual property chair Nagendra "Nick" Setty.

"Jim joining us represents another step forward in our strategic plan to continue to expand our patent prosecution and litigation capabilities," Setty said. "He is an accomplished IP attorney who counts recognized industry leaders across the globe as clients."

In addition to portfolio management and litigation, Soong has also led intellectual property due diligence efforts in various mergers and acquisitions. A former in-house attorney, he also counsels clients on the establishment of corporate intellectual property best practices.

On Tuesday, he echoed the enthusiasm of the firm's bigwigs regarding his hiring at the Palo Alto office.

"I am thrilled to join Sheppard Mullin and have been very impressed with the firm's strategic vision and the growth of the IP practice," Soong said. "I look forward to working closely with my new partners in Northern California and firmwide."

Soong earned a degree in electrical engineering from University of California, Los Angeles in 1992, and received his law degree from University of California, Davis in 1995.

--Editing by Katherine Rautenberg.

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