

EXTRA

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

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TOP 30 IP LAWYERS

PROTECT AND SERVE

Our list of the state's Top 30 Intellectual Property lawyers roam the range from biotech to Hollywood to keep their clients safe from unlawful infringement.

In the ever-changing world of intellectual property law, the attorneys on our list of the state's Top 30 IP lawyers stay one step ahead of the latest advances in the law.

Richard Kirkpatrick

Pillsbury Winthrop Shaw Pittman LLP
San Francisco

A lot of young people have trouble deciding what they want to do with their lives. Not Richard Kirkpatrick. The San Francisco attorney got interested in intellectual property long before law school.

"My father was a patent attorney, and when I was 16, he made me a trademark gopher," says Kirkpatrick, a partner at Pillsbury Winthrop Shaw Pittman. "I basically just ran errands and made copies, but it is what got me interested in trademark law."

He says the main focus of his practice is trademarks, including trademark protection and practice; counseling; licensing; due diligence and other opinions on trademark aspects of counseling; asset purchases; secured transactions among many others.

"I'm a 24/7 trademark attorney," he says.

Kirkpatrick says that trademark practice has been revolutionized in the last five years by the continual growth of the Internet and general technological advances.

"It's made the pace faster and more exciting than ever," he says.

Kirkpatrick says he gets a lot of trademark cases that involve the Internet. And he adds that there is much less paper now because of these changes, which makes trademark practice much more efficient.



RICHARD KIRKPATRICK

He's recently represented Kroger and Ralphs Grocery Stores, counseling them on Internet issues, as well as Providian Financial Corp., Bank of the West and CB Richard Ellis.

He's also provided counsel for well-known companies such as Gucci, Bank of America and Black & Decker.

Kirkpatrick says he cannot discuss the

specifics of his work with clients, but he says he provides them with a full range of counsel that includes agreements and litigation.

"As a consumer of legal services, I really like attorneys who give me the straight scoop," says William Zillman, deputy general counsel for Bank of the West. "Richard has always been brutally candid, and I find that extraordinarily refreshing."

"Richard's a great guy to work with. He's very forward-thinking in regard to strategy and planning. He's also very congenial and collegial and very responsive to the needs of his clients."

Other clients concur that Kirkpatrick provides top-notch legal counsel.

"Having worked with Richard in the past, I encouraged Providian to hire him and Pillsbury when I first came on board in 1999," says Susan Lau, vice president and associate general counsel at Providian Financial Corp. "Richard is practical, his advice is easily adaptable to clients' needs and he strikes the right balance between taking risks and being conservative."

"In my opinion, Richard's trademark expertise is second to none."

Kirkpatrick advises Providian on matters such as naming new products, Lau says.

Kirkpatrick says one of the main appeals of trademark law is that it's constantly changing.

"It's always fresh," he says. "Each case teaches me something new about trademarks, so I'm always learning."

— Kenneth Davis