

INTELLECTUAL PROPERTY **HOT LIST** | A SPECIAL REPORT

We recognize 15 law firms that set the bar in intellectual property law in 2015, scoring big wins for clients. They range from major firms with 1,000 or more lawyers to smaller shops with an IP focus. This year's group includes firms that went before the U.S. Supreme Court—and won—in key trademark and patent cases that impacted industries including technology and banking. Others took home big wins in matters involving music, sports and, yes, Spider-Man. These are their superhero stories.



DENNIS WILSON

Kilpatrick Townsend & Stockton

It was billed as the Fight of the Century, and everyone wanted to watch—even people with no intention of ponying up \$89 for the HBO- and Showtime-produced pay-per-view of Manny Pacquiao and Floyd Mayweather Jr.'s May 2, 2015 boxing match.

When several online sites announced plans to broadcast pirated streams of the fight, Showtime owner CBS Corp. tapped Kilpatrick Townsend & Stockton to stop them. Partners Dennis Wilson and Larry McFarland took the novel approach of filing a copyright complaint and requesting a temporary restraining order against the anonymous sites days before any infringement occurred.

They also asked Judge George Wu of the U.S. District Court for the Central District of California to require Internet service providers to cut off service to the would-be pirates during the fight. Wu agreed and issued the

order, though ultimately the defendant sites complied without service provider intervention, Wilson said. The bout became the most lucrative in boxing history.

“Coming up with some strategy that would help protect against a real harm that was going to happen during the broadcast was a challenge but it was really fun,” Wilson said. “How do we obtain an order for something that hasn’t happened yet, when we don’t have a lot of proof that it’s happened in the past?”

The firm also successfully defended FX Networks LLC and 21st Century Fox Inc. against a trademark suit brought by Exxon Mobil Corp. alleging that the logo used for the network’s new FXX channel infringed the oil and gas giant’s trademarked “interlocking X” design. The case settled in October, allowing the network to retain its logo.

Kilpatrick Townsend also represents several of Facebook Inc.’s brands in intellectual property matters, and in 2015 helped Instagram defeat a trademark infringement suit brought over its use of the term “layout,” which a judge ruled was not a protectable mark.

—KAREN SLOAN

FIRM FACTS:

- Year founded: 1860 ■ Headquarters: Atlanta
- Total attorneys: 650 ■ IP partners: 105 ■ IP associates: 152

