

Gregory S. Gilchrist

Partner

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Services

Anti-Counterfeiting & Gray Markets
Antitrust Litigation
Complex Commercial Litigation
Government & Regulatory
Litigation
Trade Secrets
Trademark Litigation
Trademark, Copyright &
Advertising

Industries

Apparel, Accessories & Luxury
Goods
Consumer Goods
Retail & Consumer Goods

Greg Gilchrist is the Managing Partner for the firm's San Francisco office. Mr. Gilchrist has successfully represented a wide range of clients in litigation, trials, arbitrations, and appeals before international arbitration associations, and state and federal courts. Although his practice currently emphasizes intellectual property and antitrust litigation, his clients have consulted him on a wide variety of problems. He has handled employment litigation arising out of large scale lay-offs and dealer termination cases arising out of distribution policy enforcement. He manages national and global brand enforcement projects for famous consumer products.

Apart from litigation, Mr. Gilchrist regularly advises clients on brand protection and product distribution strategies and a wide variety of commercial disputes. He works closely with clients to design processes and programs that lawfully implement their commercial objectives. His extensive experience in pre-litigation counseling includes serving on a number of client policy committees and training teams.

Mr. Gilchrist is recognized as a Northern California "Super Lawyer" in the area of Intellectual Property by *Super Lawyers* magazine. He is listed in *Best Lawyers in America*® for Commercial Litigation, Intellectual Property Litigation, and Trademark Law. Mr. Gilchrist was also recognized as a 2019 "San Francisco Lawyer of the Year" in the area of Trademark Law by *The Best Lawyers in America*®. He is listed in the *World Trademark Review 1000 – The World's Leading Trademark Professionals*. Mr. Gilchrist has been recognized for Trademark Law in *The International Who's Who of Business Lawyers*. He is AV® Preeminent rated by Martindale-Hubbell.*



*CV, BV, and AV are registered certification marks of Reed Elsevier Properties Inc., used in accordance with the Martindale-Hubbell certification procedure's standards and policies.

Representative Recent and Pending Engagements

Levi Strauss & Co. Representing company in commercial litigation, arbitration and global trademark enforcement program. Counseling about distribution policies, license disputes, internet policies, trademark and copyright policies and education for sales and marketing forces. Recent arbitrations include *Ganaderia v. Levi Strauss* in which company made recovery from former Brazilian licensee and defended against wrongful termination claims, and recently completed hearing in phase one of Singapore International Arbitration Centre dispute regarding former distributor in Asia of distressed products.

Patagonia Inc. Representing client in brand enforcement and commercial litigation including *Patagonia, Inc. v. Anheuser Busch LLC*, a dispute about a trademark for beer.

WeRide v. Jing Wang, et al. Representing former CEO accused of stealing trade secrets relating to autonomous vehicles.

Large Home Furnishings Company. Representing company in international trademark, trade dress and copyright litigation and in brand, copyright and design patent enforcement efforts. Providing counsel about brand and copyright protection strategies; protection of IP assets on-line, and vendor strategies.

Go. v. Microsoft. Represented company who pioneered tablet technology in antitrust litigation involving alleged conspiracy to monopolize operating system market.

Tequila Supremo S.A. v. Gallo, Inc. Represented tequila producer in multiple phases of ICC arbitration involving disputes under tequila supply and distribution agreement.

Medtronic Inc. v. Edwards Life Sciences, Inc. Represented defendant and cross-claimant in patent infringement lawsuit involving patented heart valve repair and replacement technology.

Representative Trials

Spiece v. Levi Strauss & Co. Represented client in lawsuit involving terminated distributor asserting counterclaims for antitrust violations, deceptive franchise practices and dealer termination claims.

Commonwealth Scientific & Industrial Research Organisation v. Intel, Microsoft, Dell, H-P et al. Represented Australian governmental research organization in patent infringement trial regarding patents for wireless LAN technology.



Levi Strauss & Co. v. Abercrombie & Fitch. Represented Levi Strauss in trial against competitor regarding allegedly infringing stitching design.

All Alaskan Seafoods v. Raychem Corporation. Represented Tyco Electronics Corp. [successor of Raychem] in trial of product liability action involving claims in excess of \$150 million arising from fire aboard salmon and crab processing vessel.

Fisherman's Wharf Bay Cruise Corporation v. Blue & Gold Fleet. Represented client in arbitration regarding settlement reached during pre-trial of predatory pricing, tying, price and services discrimination claims.

Levi Strauss & Co. v. Vivat Holdings. Represented client in TTAB trial proceedings regarding trademark applications of rival jeans manufacturer.

Representative Appeals

Levi Strauss & Co. v. Abercrombie & Fitch. Represented client in appeals regarding claim preclusion (Federal Circuit) and proper standard for dilution under Trademark Dilution Revision Act (Ninth Circuit).

Informatica Corp. v. Bus. Objects Data Integration, Inc. Represented client in appeal regarding validity and infringement of software patent.

Unit Process Co. v. Tyco Flow Control. Represented manufacturer in state and federal appeals regarding exclusive dealing, tying, monopoly, trade libel and franchise law claims.

Fisherman's Wharf Bay Cruise Corporation v. Blue & Gold Fleet. Represented client in appeal regarding dismissal of predatory pricing claims.

Already L.L.C. v. Nike Inc. Represented amici supporting Nike in U.S. Supreme Court.

Saratoga Fishing v. J.M. Martinac. Represented amicus curiae in U.S. Supreme Court.

Education

University of Michigan Law School, J.D. (1983) *magna cum laude*, *Order of the Coif*, *Michigan Law Review*

University of Michigan, B.A., Political Science and Economics (1980) *cum laude*

Admissions

California

Court Admissions



U.S. Supreme Court

U.S. Court of Appeals for the Ninth Circuit

U.S. Court of Appeals for the Fifth Circuit

U.S. District Court for the Northern District of California

U.S. District Court for the Central District of California

U.S. District Court for the Eastern District of California

U.S. District Court for the Southern District of California

U.S. Court of Appeals for the Federal Circuit

Professional & Community Activities

Adjunct Professor USF Law School - Antitrust and Intellectual Property

American Bar Association, Antitrust Section, Member

California Bar Association, Member

San Francisco Bar Association, Member

Insights

[News Releases](#)

Thirty-nine Kilpatrick Townsend Attorneys Named to 2018-2019 *International Who's Who of Business Lawyers*

October 22, 2019

[News Releases](#)

Record-Breaking Recognition for Kilpatrick Townsend in *The Best Lawyers in America*® 2020

August 15, 2019

[News Releases](#)

Kilpatrick Townsend Attorneys Named 2019 Northern California Super Lawyers

July 16, 2019

[News Releases](#)

Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition

February 5, 2019

[News Releases](#)

Kilpatrick Townsend Names Greg Gilchrist Managing Partner of San Francisco Office



January 31, 2019

[In The News](#)

Kilpatrick Townsend Ranked Among Top-Three in the World for Trademark by 2018 Who's Who Legal
October 8, 2018

[News Releases](#)

Best Lawyers in America® Names Kilpatrick Townsend Attorneys 2019 Lawyers of the Year
August 21, 2018

[In The News](#)

Record-Breaking Recognition for Kilpatrick Townsend in The Best Lawyers in America® 2019
August 20, 2018

[News Releases](#)

Twenty-Six Kilpatrick Townsend Attorneys Named 2018 Northern California Super Lawyers & Rising Stars
July 23, 2018

[News Releases](#)

Kilpatrick Townsend Receives Top Rankings from 2018 Legal 500 US
June 11, 2018

[Perspectives](#)

4 Key Takeaways: Multijurisdictional Litigation Strategy for Brand Owners
April 4, 2018

[News Releases](#)

Forty-Four Kilpatrick Townsend Attorneys Named to 2017 - 2018 International Who's Who of Business Lawyers
March 19, 2018

[News Releases](#)

Kilpatrick Townsend's Trademark Practice Receives Gold Level Recognition in the 2018 World Trademark Review 1000
January 25, 2018



[News Releases](#)

Kilpatrick Townsend Recognized by Prestigious 2017 Legal 500 US

October 2, 2017

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Record-Breaking Recognition for Kilpatrick Townsend in The Best Lawyers in America® 2018

August 15, 2017

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Twenty-Four Kilpatrick Townsend Attorneys Named 2017 Northern California Super Lawyers & Rising Stars

August 9, 2017

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Kilpatrick Townsend Named San Francisco Bar Association's Justice & Diversity Center's 2016 Outstanding Law Firm in Public Service

April 3, 2017

[News Releases](#)

Kilpatrick Townsends Trademark Practice Receives Gold Level Recognition in the 2017 World Trademark Review 1000

February 9, 2017

[In The News](#)

KT is...Trending, November 5-11, 2016

November 11, 2016

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Kilpatrick Townsend Earns Record-Breaking Recognition in Annual Best Lawyers in America 2017

August 16, 2016

[News Releases](#)

Kilpatrick Townsend Recognized by Prestigious 2016 Legal 500 US

June 20, 2016

[News Releases](#)

Kilpatrick Townsend Receives Top Recognition in 2016 World Trademark Review 1000



January 21, 2016

[In The News](#)

Kilpatrick Townsend's Media Report October 9-15, 2015

October 16, 2015

[In The News](#)

Kilpatrick Townsend's Media Report September 25 - October 1, 2015

October 2, 2015

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Kilpatrick Townsend Earns Record-Breaking Recognition in Annual Best Lawyers in America 2016

August 19, 2015

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Kilpatrick Townsend Attorneys Named 2015 Northern California Super Lawyers

July 21, 2015

[In The News](#)

Kilpatrick Townsend's Media Report April 23-30, 2015

May 1, 2015

[News Releases](#)

Kilpatrick Townsend Once Again Receives Top Recognition in 2015 World Trademark Review 1000

February 5, 2015