

## Legal 500 USA 2007 Volume Two (TMT & IP) Rankings & Editorial

IP CONTENTIOUS—Patent Litigation: Life Sciences/Chemical						
Ranking 2007	Ranking 2006	Ranking 2005	Number of Tiers	Leading Individuals 2007	Leading Individuals 2006	Leading Individuals 2005
3	--	--	3	Dimitrios Drivas Jeffrey Oelke William Sloan Coats	--	--
Editorial						
<p>PRACTICE: White &amp; Case's 160-strong IP department includes 22 registered patent attorneys to serve the firm's modest prosecution practice, but the IP group is predominantly focused on litigation and anything between 80 and 100 lawyers will be engaged on patent litigation at any given time. The firm's New York-based patent litigators focus predominantly on the life sciences sector, and particularly represent branded pharmaceutical manufacturers against generic drug challenges. Clients generally consider White &amp; Case to be cost-effective and consumer-oriented, 'extremely prompt and very reliable' and also praise the firm's 'responsive' and 'approachable, friendly' aspect and 'outstanding legal and technical expertise'. Most recently, White &amp; Case was acting for Novartis International in two suits filed against Par Pharmaceuticals, the generic drug manufacturer, in relation to its attempts to protect the extremely valuable patents for its hypertension drug, Lotrel. In mid-2006, White &amp; Case achieved a \$22.5m settlement for Geneva Pharmaceuticals Technology in a patent dispute with Barr Laboratories over the raw material source for Warfarin Sodium, the blood thinner.</p> <p>CLIENTS: AstraZeneca, Novartis, Novo Nordisk and Pfizer are examples of the firm's pharmaceutical clients.</p> <p>INDIVIDUALS: <b>Dimitrios Drivas</b> and <b>Jeffrey Oelke</b> are key members of the New York office, both of whom have impressed clients, who view them as 'keen, analytical and strategic'. <b>William Sloan Coats</b>, a patent and copyright litigator who established the Palo Alto IP practice, is well regarded for his 'ability to work with clients', for his track record and because he 'conducts himself well before judge and jury', say clients.</p>						

IP CONTENTIOUS—Patent Litigation: International Trade Commission						
Ranking 2007	Ranking 2006	Ranking 2005	Number of Tiers	Leading Individuals 2007	Leading Individuals 2006	Leading Individuals 2005
2	--	--	3	DR Terrill*	--	--

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<b>Editorial</b>
<p><b>PRACTICE:</b> White &amp; Case's IP group regularly calls on the assistance of the international trade group for expertise in ITC cases, which tend to be focussed on the areas of specialty that form the core of the firm's more general patent litigation offering - namely, the life sciences sector - and particularly representing branded pharmaceutical manufacturers against generic drug challenges. Clients generally consider White &amp; Case to be cost-effective and consumer-oriented, 'extremely prompt and very reliable' and also praise the firm's 'responsive' and 'approachable, friendly' aspect and 'outstanding legal and technical expertise'.</p> <p><b>CLIENTS:</b> AstraZeneca, Novartis, Novo Nordisk and Pfizer are just some of the firm's pharmaceutical clients, as well as the leading agribusiness Syngenta, the bicycle company Trek, and Taiwan Semiconductor.</p> <p><b>INDIVIDUALS:</b> <b>DR Terrill</b> in Washington, DC is a former ITC judge, who is of-counsel in the international trade group and therefore a key figure in ITC actions.</p>
Note: *now left firm

IP NON-CONTENTIOUS/TRANSACTIONAL—Trademarks: Full Coverage						
Ranking 2007	Ranking 2006	Ranking 2005	Number of Tiers	Leading Individuals 2007	Leading Individuals 2006	Leading Individuals 2005
5	--	--	5	Frank Hiscox	--	--
<b>Editorial</b>						
<p><b>PRACTICE:</b> With about 20% of its overall trademarks workload taken up by prosecution-based work, White &amp; Case boasts an unusually active prosecution and portfolio management practice for a full-service firm of its size. Although its core team of portfolio managers is comparatively small - consisting of one partner, one counsel and three associates in Palo Alto - the firm currently handles approximately 20,000 marks and has attracted an impressively high-end, if somewhat select, clientele in this area. The firm provides 'first-class service', clients say, and a well-developed network of international offices across Europe, Asia, and Latin America makes the firm a reliable choice for clients in need of brand management on a global scale. Clients furthermore identify the 'diversity of attorneys in the Palo Alto office' as a particular incentive to instruct the firm, and praise its leverage ratio: 'There's a nice balance between senior and junior attorneys - it means we don't get over-billed!', says one client. In one of this year's highlights for the firm, Visa International recently transferred management of its global trademarks portfolio to White &amp; Case, making the team in the firm's Palo Alto office responsible for the worldwide clearance and registration of Visa's brands. In addition to traditional portfolio management matters, the firm's work for Visa also includes strategic counselling on the adoption of new</p>						

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marks.  
 SanDisk is another of the firm's key portfolio clients, and the trademarks team has handled the registration of the SanDisk brand around the world. On the counselling side, meanwhile, lawyers regularly advise baseball team the San Francisco Giants on trademarks matters, and conduct advertising reviews.

CLIENTS: The firm has a traditionally strong foothold in the technology and entertainment space, where it advises clients such as MacroVision, SanDisk, Trek 2000 Int'l and Lucasfilm.

INDIVIDUALS: **Frank Hiscox** joined the firm from Dorsey & Whitney in September 2005 and now heads up the West Coast trademarks group from Palo Alto. He is the firm's undisputed star on the portfolio management front and holds primary responsibility for the Visa and SanDisk trademark portfolios, as well advising the San Francisco Giants.

IP COPYRIGHT—National						
Ranking 2007	Ranking 2006	Ranking 2005	Number of Tiers	Leading Individuals 2007	Leading Individuals 2006	Leading Individuals 2005
4	--	--	6	Fred Koenigsberg Jonathan Moskin William Sloan Coats Carol Witschel	--	--
Editorial						
<p>PRACTICE: Spearheaded out of its New York and Palo Alto offices, White &amp; Case offers a 'prompt, professional and cost-effective service' to clients across both traditional and new media. Particularly capable in the music industry, the firm's role as general counsel to the American Society of Composers, Authors and Publishers (Ascap) has seen it involved in cutting-edge issues spawned by the digital revolution. White &amp; Case is currently representing Ascap in rate proceedings to determine reasonable license fees to be paid by AOL, RealNetworks and Yahoo! for performances over the Internet of music in their repertory. From time to time involved in precedent-setting decisions, the team recently scored a notable victory for the art world with its successful defense of Deutsche Bank, one of the parties in Blanch v Koons. Affirming a trial court decision, the Court of Appeals for the Second Circuit found that a painting commissioned by Deutsche Bank and created by the artist Jeff Koons was protected under the fair-use defense and therefore did not infringe the work of a freelance photographer. Leveraging off its 'outstanding global reputation', over the years White &amp; Case has helped shape key policy initiatives including the Digital Millennium Copyright Act, the Copyright Extension Act and the WIPO Copyright Treaty.</p> <p>CLIENTS: Clients praise White &amp; Case for its 'very prompt, professional and cost-effective service'. The firm is instructed by clients from an impressively broad spread of industries, including music (Ascap and BMG Music Publishing), film (Walt Disney), financial institutions (Deutsche Bank), pharmaceutical</p>						

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companies (Pfizer), and software companies (Business Software Alliance and Cirrus Logic).

**INDIVIDUALS:** A pre-eminent copyright lawyer, New York-based partner **Fred Koenigsberg** has a non-contentious slant to his practice including licensing and legislative advice. 'Without peer in the music intellectual property space', say clients, his role as general counsel to Ascap is a mainstay of his practice. Clients who appreciate his 'first-class service' include country-music artist Garth Brooks and children's book author Rosemary Wells. Based in New York, **Jonathan Moskin** is described by clients as 'a superb communicator' who also 'has an eye to practical advice'. Moskin's recent highlights include his successful representation of toy manufacturer Hasbro, and its subsidiary, in a copyright infringement claim concerning one of its popular board games. Executive partner in charge of White & Case's Palo Alto office, **William Sloan Coats** has an excellent reputation in relation to software copyrights. One client appreciates his 'ability to keep us informed throughout the case'. A well-regarded litigator, New York-based partner **Carol Witschel** led the advice in the Ascap rate proceedings and the recent successful defense for Deutsche Bank in the Blanch v Koons litigation.

TECHNOLOGY—Data Protection and Privacy						
Ranking 2007	Ranking 2006	Ranking 2005	Number of Tiers	Leading Individuals 2007	Leading Individuals 2006	Leading Individuals 2005
4	--	--	4	David Bender*	--	--
<b>Editorial</b>						
<p><b>PRACTICE:</b> White &amp; Case's work in the data protection field has strong synergies with the firm's work in the IP and banking sectors generally. Privacy audits are a particular area of focus. Although the firm's client base is reasonably broad geographically, it is perhaps somewhat East Coast-centric, which hinders its visibility.</p> <p><b>CLIENTS:</b> White &amp; Case's client roster features a strong concentration of clients from the IT and banking sectors, including key firm-wide client Deutsche Bank. Other clients come especially from the media sector, and include PR Newswire and United Business Media.</p> <p><b>INDIVIDUALS:</b> New York-based of-counsel David Bender heads the firm's global privacy practice group, and enjoys a good reputation in the market.</p>						
<i>Note: *now left firm</i>						

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MEDIA AND ENTERTAINMENT—Sports						
Ranking 2007	Ranking 2006	Ranking 2005	Number of Tiers	Leading Individuals 2007	Leading Individuals 2006	Leading Individuals 2005
2	--	--	3	Marc Ackerman	--	--
Editorial						
<p>PRACTICE: A solid, if not quite leading, player in the area of sports-related advice, White &amp; Case is perhaps best known in the sports industry for its advice on complex intellectual property matters, including trademarks, licensing, branding, promotional ventures and litigation. For example, the firm provides US baseball team the San Francisco Giants with assistance and advice across a range of IP disciplines, and regularly advises the club in connection with sponsorship and endorsement programs, advertising-related matters, and all manner of traditional trademark and copyright issues. On the contentious side, meanwhile, the firm successfully defended the NFL and the Baltimore Ravens against claims of copyright infringement, and at press time was acting for the Washington Redskins in ongoing federal court litigation challenging the club's use of Native American-based trademark registrations.</p> <p>CLIENTS: White &amp; Case acts for the NFL, ESPN, the San Francisco Giants and the Columbus Blue Jackets, among others.</p> <p>INDIVIDUALS: New York-based <b>Marc Ackerman</b> is well known in the market, and acts for major sports leagues and their member clubs, as well as sports-related media companies.</p>						