

**Chris Holland, Founder**

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Chris Holland's decades of experience as a patent-licensed trial lawyer and his background as a long term planning engineer help him skillfully represent clients in all facets of their business, whether in the lab, the boardroom, or the courtroom.

Chris is a well-regarded litigation strategist with a long history of successful trial experience. He has won countless favorable verdicts, settlements, and arbitration awards for his clients, including several multi-million dollar victories. While Chris knows how to succeed in the courtroom, he also has extensive expertise drafting strong, straightforward, contracts and negotiating favorable licenses, settlements, and other deals to protect his clients and their business ventures.

In addition to his years of general commercial, partnership, and other business practice, Chris specializes in all things intellectual property-related, including patent infringement and related antitrust claims, trademark and patent opinion work, trade dress design, Internet liability, software licensing, and re-engineering consulting. Throughout more than a quarter-century of legal experience, his clients have included all sizes of entities and individuals, from Fortune 500 companies to start-ups and their founders. He is conversant across a wide variety of technology and industries, and has successfully represented people of all backgrounds—from artists to semiconductor manufacturers, athletes to engineers, and everyone in between.

Chris provides free, in-person consultations for qualified clients. If you are able to meet with Chris for a consultation, you will understand why his clients nearly always end up hiring him not simply to handle their immediate crisis, but to be a main voice on their long-term, outside legal team.

## Notable Engagements

- Dozens of successful defenses of clients against Non-Practicing Entities (aka “NPEs” or “patent trolls”) in venues all across the United States.
- Successfully defended a California winery against claims of trademark and trade dress infringement, and misappropriation of personal likeness and signature. Result: all rights confirmed owned by client; zero dollars paid in settlement.
- Defended internationally known detergent retailer against a multi-million dollar patent infringement claim in unit-dose laundry market. Result: all rights confirmed owned by client; fractional settlement payment relative to claim.
- Obtained summary judgment (upheld by Federal Circuit) for audio cable manufacturer in patent infringement case brought by largest audio component competitor. Result: all rights confirmed owned by client; zero dollars paid in settlement.
- Represented patent holder in \$50 million infringement suit concerning residential and apartment complex telephone entry systems. Result: all rights confirmed owned by client; zero dollars paid in settlement.
- Represented fresh fruit producer in \$100 million suit involving affirmative claims of trademark and antitrust violations, and defensive allegations of patent infringement. Result: all rights confirmed owned by client; all attorneys fees, costs, and additional recovery via settlement.
- Represented a video game agency in a multi-million dollar dispute over unpaid agency fees and fraud by client in connection with same. Result: 100% of claim and all attorneys fees paid to client.
- Represented a law firm seeking several million dollars in damages from a software manufacturer for flaws in connection with cost and expense billing software. Result: all attorneys fees paid and new software provided.
- Defended corrugated box equipment manufacturer against patent holder seeking over \$26 million in damages and attorneys’ fees. Result: jury verdict of less than \$600,000, no attorneys fees.
- Represented a video game developer in litigation seeking over \$10 million in damages in connection with the publication and distribution of royalties and intellectual property rights of one of the top-selling video games of the past five years.

- On defense team of two golf component equipment retailers against claims of copyright and patent infringement by Cobra Golf and other original equipment manufacturers.
- On defense teams for several footwear manufacturers and retailers against trademark and trade dress infringement claims involving Dr. Martens shoes and sandals.
- Ongoing, annual retention (18 years) by major clothing retailer on numerous patent, trademark, and trade dress issues, including the evaluation of the company's affirmative claims against third parties, and claims by third parties against the company.
- Represented numerous advertising agencies and agency clients against suits involving allegations of copyright infringement and unfair competition, federal right of publicity, trademark infringement, and related claims brought by major corporations and public figures based on nationwide advertising campaigns.
- Represented graphic design firm in connection with affirmative copyright infringement claims and licensing negotiations for greeting card and stationery designs.
- Has negotiated hundreds of contracts involving intellectual property rights for clients, including publication and royalty agreements, trademark and patent licenses and cross-licenses, employee non-competition and non-disclosure contracts and other agreements.
- Authored dozens of opinion letters to clients regarding patent and trademark infringement, trade secret issues, and intellectual property portfolios.
- Prepared and filed numerous patent and trademark applications, amendments to applications, and other PTO filings. Prosecuted several applications to issuance, including representing clients, before the Trademark Trial and Appeals Board and the Board of Patent Appeals.

### **Education**

- University of California, Hastings College of the Law, J.D. (1992)
- University of Oklahoma, B.S., Petroleum Engineering (1987)

### **Professional Affiliations and Activities**

- American Bar Association (Section: Intellectual Property)
- State Bar of California (Section: Intellectual Property)
- American Intellectual Property Law Association
- International Trademark Association

- California Super Lawyer, Intellectual Property Litigation
- Bar Association of San Francisco (Intellectual Property Section)
- Board of Directors, UC Hastings Foundation
- Past President, Alumni Board of Governors, UC Hastings
- University of Oklahoma: President's Associates; Bud Wilkinson Society

**Bar Admissions**

- U.S. Patent and Trademark Office (Reg. No. 36,551)
- All California Federal District Courts
- All California State Courts
- All New York State Courts
- Ninth Circuit Court of Appeals
- Federal Circuit Court of Appeals
- Multiple other Circuit Court admissions across the United States