



Carlo F. Van den Bosch

Partner

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PRACTICE AREAS

- Intellectual Property
- Entertainment, Media and Technology
- International Practice

INDUSTRIES

- Automotive
- Digital Business
- Entertainment, Media and Technology
- Fashion, Apparel and Beauty
- Food and Beverage
- Life Sciences
- Sports
- Video Game

OVERVIEW

Carlo F. Van den Bosch is the co-chair of the firm's Intellectual Property Practice Group, which was recognized by *U.S. News & World Report* with a 2010 National Tier 1 ranking. Mr. Van den Bosch has been profiled as one of 75 Leading IP Litigators in California, and one of 10 top IP attorneys under 40 nationwide.

EDUCATION

- J.D., University of Southern California
- B.S., Mechanical Engineering, University of California, Los Angeles

LANGUAGES

- Dutch

EXPERIENCE

Litigation

Mr. Van den Bosch handles high-stakes IP litigation across many industries.

In 2011, Mr. Van den Bosch prevailed in a federal jury trial on behalf of the defendants in *Hana Financial, Inc. v. Hana Bank* (C.D. Cal. Case No. CV07-1534-PA). The jury returned a unanimous verdict finding non-infringement in favor of Hana Bank, a Korean financial institution. The trial victory followed a successful motion for summary judgment and an appeal before the Ninth Circuit Court of Appeals.

In *Wyatt Technology Corp. v. Smithson, et al.* (C.D. Cal. Case No. CV05-1309 DT), Mr. Van den Bosch represented the defendants in a high-tech intellectual property dispute involving dynamic light scattering technology used to measure the size and distribution of molecular particles in liquid solutions. Mr. Van den Bosch prevailed on summary judgment and secured an award of attorneys' fees and punitive damages for his clients.

In *Taylor Made Golf Company, Inc. v. MJT Consulting Group*, 265 F. Supp. 2d 732 (N.D. Tex. 2003), Mr. Van den Bosch successfully represented the plaintiff against a distributor of counterfeit merchandise.

Mr. Van den Bosch prevailed in a federal jury trial on behalf of the plaintiff in *Brookfield Communications, Inc. v. West Coast Entertainment Corp.*, 174 F.3d 1036 (9th Cir. 1999), a seminal case in the area of domain name and meta tag infringement. The jury awarded actual and punitive damages, and the court awarded attorneys' fees.

Other representations include the successful defense of Disney and ABC in an infringement suit filed by the owner of comic strip characters, the representation of ESPN in a trademark and copyright infringement suit involving a reality television program, the representation of Fox in a trademark infringement suit over the name of one of its television networks, and the representation of The Gator Corporation in multidistrict trademark litigation involving pop-up Internet advertising.

Global Intellectual Property Portfolio Management

Mr. Van den Bosch manages a trademark prosecution team that handles the global protection and enforcement of intellectual property portfolios. He designs long-term strategies for securing and maintaining maximum protection and value of intellectual property assets.

Transactional Experience

Mr. Van den Bosch's experience extends to corporate and transactional matters, including the negotiation and preparation of intellectual property and technology agreements.

HONORS

- 75 Leading IP Litigators, *Daily Journal*, 2010
- Rising Star: Top 10 IP Attorneys Under 40, *Law360*, 2010
- Litigation Star, *Benchmark Litigation*, 2009, 2010, 2011, 2012
- Martindale-Hubbell - AV Peer Review Rating
- Southern California Super Lawyers, Intellectual Property Litigation, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012

MEMBERSHIPS

- Member, Intellectual Property, Science and Technology Sections, American Bar Association
- Member, Intellectual Property Law Section, State Bar of California
- Member, American Intellectual Property Law Association (AIPLA)
- Member, International Trademark Association (INTA)
- Member, Orange County Bar Association

ARTICLES

- Vying for the Best in Intellectual Property, *Daily Journal*, February 9, 2011
- 75 Leading IP Litigators, *Daily Journal*, April 17, 2010
- Rising Star: Sheppard Mullin's Carlo Van den Bosch, *Law360*, April 1, 2010
- Meet Our New Leaders in Intellectual Property, April 4, 2007
- Quoted, Where Everyone Knows Your Name, *Daily Journal* (December 2003)
- Quoted, Copyright Law: A Primer for Training Professionals, *Training Magazine* (December 2002)
- Quoted, New Protection Against Online Pirates, *Folio Magazine* (September 2000)
- Profiled, Scene Stealing, *Daily Journal, Verdicts & Settlements, Entertainment & Intellectual Property Issue* (February 2000).
- Quoted, E-nvasion of Privacy, *Daily Journal, California Law Business* (January 2000).

- Author, Global Defense - International Domain Names, Daily Journal, CyberEsq. Ed. (November 1999).
- Author, Legal Aspects of the Year 2000 Problem, co-author, 39 Santa Clara L. Rev. 657 (1999).
- Author, What Every Attorney Should Know About Trademarks, American Bar Association, Tort & Insurance Practice Section (May 1998).
- Author, The Intellectual Property Audit: Protecting & Managing Intangible Assets, Orange County Business Journal (March 1998).
- Author, The Hidden Dangers Of Internet Meta Tags, Orange County Business Journal (November 1997).
- Author, The Millennium Bug, Intellectual Property Today (June 1997).
- Author, Cyber Jurisdiction: The Long Arm Of The Internet, Orange County Business Journal (June 1997).
- Author, The Year 2000 Problem: The Information Age's Greatest Embarrassment, Intellectual Property Worldwide (Spring 1997).

SPEECHES

- Panelist, The Internet and Entertainment Law, University of Southern California Law School (September 2000).
- Panelist, The New Frontier: "Digital Domain Law", Southwestern University School of Law (March 2000).