



Craig Cardon

Partner

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PRACTICE AREAS

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

INDUSTRIES

- Entertainment, Media and Technology
- Fashion, Apparel and Beauty
- Food and Beverage
- Sports
- Video Game

OVERVIEW

Craig Cardon is a partner in the Entertainment, Media & Technology and the Intellectual Property Groups in Sheppard Mullin's San Francisco and Century City offices.

Areas of Practice

Craig enjoys a broad media based practice, focusing on advertising and marketing content and distribution, as well as privacy issues.

Craig provides regular advertising review for some of the largest retailers and consumer product manufacturers in the country. He regularly litigates false advertising and privacy class actions, competitor comparison claims and trade secret claims. He has defended FTC advertising enforcement actions through trial and appeared before the NAD (National Advertising Division). He represents advertising agencies, ad networks and online ad platforms in structuring online distribution and monetization transactions.

Outside of the advertising context Craig has advised the Japanese government on anti-counterfeiting legislation, represented the Motion Picture Association and advised film studios on the intellectual property implications of new technologies. Much of his practice is devoted to disputes over media content and media distribution technologies. His content litigation experience, in addition to state and federal court litigation, encompasses domestic and international arbitrations, including IFTA arbitrations. Craig has created and overseen international anti-grey market and anti-counterfeiting programs for some of the worlds largest consumer product manufacturers and best known fashion brands.

EDUCATION

- J.D., Loyola Marymount University, 1993
- B.A., University of California, Los Angeles, 1989

ADMISSIONS

- California
- Colorado
- U.S. Court of Appeals for the Ninth Circuit

- U.S. District Courts, District of Colorado and the Northern, Eastern, Southern and Central Districts of California

LANGUAGES

- Spanish

EXPERIENCE**Recent Reported Decisions**

Pineda v. Williams-Sonoma, 51 Cal.4th 524 (Cal. 2011) - Lead counsel for kitchenware retailer in privacy class action. California Supreme Court decision in part reversing appellate decision and in part letting stand appellate decision at 178 Cal.App.4th 714 (2009)

Pineda v. Williams-Sonoma, 178 Cal.App.4th 714 (2009) - Lead counsel for kitchenware retailer in privacy class action. Decision affirming judgment for retailer.

Powers v. Pottery Barn, 177 Cal.App.4th 1039 (2009) - Lead counsel for homewares retailer in privacy class action. Decision addressing CANSPAM preemption of state privacy laws.

Law v. Harvey, 2007 U.S. Dist. LEXIS 78398 – Lead counsel for producer of Burning Man festival in dispute over ownership of the Burning Man name and image.

Cadsoft Corp. v. Riverdeep, LLC, 2007 U.S. Dist. LEXIS 39559 – Lead counsel for software developer in copyright dispute with world's largest software publisher. Court found for developer that publisher had illegally assigned copyright license.

O.O.C. Apparel, Inc. v. Ross Stores, Inc., 2007 U.S. Dist. LEXIS 19490 -- Lead counsel for national retailer in dispute over Sean John trademarks.

Digital Envoy v. Google, 370 F. Supp.2d 1025 (N.D. Cal 2005) – Counsel for geolocating technology provider in trade secret matter addressing Internet advertising practices.

HONORS

- Best Lawyers in America, 2008, 2009, 2010, 2011, 2012
- Legal 500, 2010, 2011
- 20 To Watch Under 40, January 31, 2007

ARTICLES

- adbriefs, Fall 2005
- Sheppard Mullin eVelopments August 2004, August 25, 2004
- adbriefs, Spring 2004
- adbriefs, Winter 2004

HISPANIC/LATINO NEWSLETTER

- Enfoque Latino - Winter 2005

EVENTS

- Social Media: How to Minimize Legal Risks and Maximize Commercial Success