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# alumni news

## SheppardMullin

FALL 2019

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### STATS AND FACTS

885

Lawyers Globally

15

Offices in  
5 Countries

10

Practice Groups

32

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30

Blogs

1,515

Alumni in our network

## GREETINGS FROM THE CHAIR

### Our Innovation and Collaboration Commitment

Innovation is a core focus of Sheppard Mullin. We continually learn and implement new solutions to better serve our clients.

Toward that end, Sheppard Mullin's Chief Innovation Officer Ali Shahidi recently participated in the Harvard Law School Center on the Legal Profession's *Innovation Colloquium*. Participants included in-house legal departments, law firms, DOJ, IDEO, and Harvard Law School and Business School collaborators.

The format is based on Design Thinking methodology led by Rochel McNally, General Counsel and a partner at global design and innovation firm IDEO. This year's focus was on developing and implementing quality metrics programs (aka law firm score cards), similar to the Yelp concept. It is expected that clients will increase their reliance on subjective and objective metrics to measure performance and select outside law firms.

The external rating system reinforces the importance of qualitative measurement and feedback mechanisms for internal quality control/continuous improvement initiatives. Many initiatives that Sheppard Mullin has developed internally follow this approach:

- One+One feedback system/culture (measure and improve built into our culture)
- Recruitment/Retention Initiative (measure, recruit and retain using data science)
- Clients First principles (consistent with client rating categories)
- Pilot, Gather Feedback, and then Adopt (all new IT and Innovation projects/technologies)
- Legal Operations innovation tools (collaborate with in-house legal ops, test, implement, and share)

Sheppard Mullin has always been adept at delivering, communicating and piloting innovative concepts such as Design Thinking and Quality Metrics to directly benefit our clients.



**Guy Halgren**

Chair

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# ALUMNI SPOTLIGHT INTERVIEW: SHANNON KING



## Shannon King

*Williams-Sonoma, Inc.*

*Formerly San Francisco IP Associate,  
2011-2013*

We are delighted to profile former Sheppard Mullin lawyer Shannon King, who is Associate General Counsel – Chief Intellectual Property and Marketing Counsel, at Williams-Sonoma, Inc. in San Francisco, California.

### Career Path

Shannon was born in Seoul, South Korea and came to the United States as an infant, growing up in Myrtle Beach, South Carolina. She graduated from Yale University in 1999 with a B.A. in English, receiving distinction in her major. Shannon obtained her J.D. from the University of California, Berkeley School of Law in 2004, where she was a Berkeley Human Rights Center Fellow.

Shannon was an intellectual property associate in Sheppard Mullin's San Francisco office from 2011 to 2013, where she prosecuted and defended federal trademark, copyright, patent, domain name and unfair competition litigation matters. Prior to joining Williams-Sonoma in 2018, she worked as Director of Technology & Intellectual Property at PwC, and as Senior Counsel, Trademarks & Copyright at Chevron Corporation.

### Current Roles and Responsibilities

Shannon is the Chief Intellectual Property Counsel at Williams-Sonoma where she oversees all matters that relate to intellectual property for the company's family of brands worldwide (WILLIAMS-SONOMA, WILLIAMS-SONOMA HOME, POTTERY BARN, WEST ELM, POTTERY BARN KIDS, PBTEEN, REJUVENATION, MARK & GRAHAM).

Shannon oversees all litigation and disputes relating to patents, trademarks, copyrights, trade dress, and other intellectual property rights. She also manages the company's global IP portfolio in over 100 countries. Shannon also oversees the patent strategy for product designs and other assets including a growing portfolio of technology patents. (Williams-Sonoma acquired the technology company Outward, Inc. in 2017.) She also supervises legal clearance and intellectual property protection for new brands, product designs, product names, and catalogs. Since starting at Williams-Sonoma, Shannon has also taken the lead on advertising and marketing legal matters including sweepstakes and ad campaigns in the U.S. and abroad.

Shannon reports that, "This is my dream job. I get to work with great brands, beautiful products and fun people, practicing the area of law I've devoted myself to for the past 15 years."

### Tips for Outside Counsel

Shannon notes that, "Outside counsel are critical to my success." With a small in-house team of only nine attorneys, Williams-Sonoma Legal relies on utilizing high-quality, efficient outside counsel. Also, "a big part of the job of being in-house counsel is managing the budget," so any innovative or creative approaches are greatly appreciated (e.g., alternative fee arrangements, secondments).

Finally, "quality matters. Our legal team expects excellent legal work – full stop." From Sheppard Mullin, Shannon is pleased to work with Craig Cardon and Jill Pietrini on IP counseling and enforcement matters and Rachel Tarko-Hudson on marketing matters. Williams-Sonoma also works with Craig Cardon, Brian Anderson and Rachel Tarko-Hudson on privacy matters (including CCPA and GDPR counseling) and on several non-IP litigation matters.

### Diversity Matters

"Diversity absolutely matters" with outside counsel selection, Shannon states. Diversity is a core value of Williams-Sonoma, which filters down from their CEO and General Counsel to the lawyers making hiring decisions.

### Career Advice for Young Lawyers

When asked what guidance she'd give newer attorneys, Shannon advises, "Don't waste time on anything you don't enjoy (practice-wise). Not all lawyering is exciting but appreciate the difference between having fun and enjoying what you do. Be honest with yourself. Life is too short to do something that you can't stand for X hours a day." And, "practice developing a good sense of humor. It will serve you well in life and in law."

### How the Firm Prepared Her for Role at Williams-Sonoma

Sheppard Mullin was a great firm to work at because of the level of client service the firm expects top down -- from most senior partner to lowest level associate – which made an impression on Shannon as an associate. She remembers the "Clients First" plaque in every office and remarked that Sheppard Mullin was the only firm she worked at that emphasized the importance of client service in this manner.

When she joined the firm in 2011 with Century City IP partner Jill Pietrini, Sheppard Mullin stood out because of its client service and the people. She noted that, "having the basic client service standards institutionalized has served me well in-house, as they truly translate."

## Sheppard Mullin Memories

Shannon most misses the people of Sheppard Mullin – both in the San Francisco office and in the IP practice group. “The firm does a great job of building a sense of community within a law firm.”

## Life Outside of Work

Shannon is the mother of eight year old twin boys and laughs, “so there’s no free time.” Between sports and school, there’s always a lot going on. She lives in the beautiful East Bay suburb of Lafayette, with lots of open space and room for the boys to run around “and burn energy.” She also enjoys traveling and spending kid-free time with her husband and friends. (At the time of this interview, Shannon was on her way to a girls’ weekend to Nashville.)



We thank Shannon for taking the time to share her insights with us about her post-Sheppard Mullin career and wish her continued success. We hope that you will also keep in touch with us – and with each other. We’d love to hear from you.

# JOIN US AT OUR LOS ANGELES AREA ALUMNI RECEPTION SEPTEMBER 25<sup>TH</sup>

Join your former Sheppard Mullin colleagues and Greater Los Angeles Area alumni for an Attorney Alumni Reunion on Wednesday, September 25, 2019 from 6:00 to 8:00 p.m. The reception will be held at the iconic Hotel Figueroa in downtown Los Angeles. We look forward to catching up and renewing friendships.

Attorney alumni from the Los Angeles, Century City and Orange County offices are welcome, as are any alumni currently living in Southern California. An invitation was sent in August, so check your mail and in-box. If you’d like to attend or have any questions, please contact events coordinator Lindsey Jacobson at [ljacobson@sheppardmullin.com](mailto:ljacobson@sheppardmullin.com).



## ALUMNI MOVES AND NOTABLE ACHIEVEMENTS

Below are a few recent in-house alumni moves and other notable achievements. Let us know if you’ve changed jobs so we can feature your move in a future edition.

- **Michelle Banks** was one of five women honored by the ABA Commission on Women in the Profession in receiving the Margaret Brent Women Lawyers of Achievement Award at the ABA’s Annual Meeting in San Francisco. Michelle is a Senior Adviser at BarkerGilmore, where she provides executive coaching to general counsel. She started her career with Sheppard Mullin and later became the first female legal counsel for the Golden State Warriors before becoming general counsel of Gap Inc.
- **Joe Barton** is now an Assistant United States Attorney at the United States Attorney’s Office in Fresno, CA. He was a Government Contracts associate in our Los Angeles office from 2010 to 2019.
- **Chelo Carter** is now Associate General Counsel at Fannie Mae in their Multi-Family Division in Plano, TX. She was a Real Estate special counsel in the Dallas office from 2018 to 2019.
- **Alex Kim** is now Corporate Counsel of Smile Brands, Inc. in Irvine, CA. He was an Entertainment Technology & Advertising associate in the Orange County office from 2016 to 2019.
- **Mackenzie McGonegle** is now Associate Counsel, Original Programming, Legal at HBO in Santa Monica, CA. She was an Entertainment associate in our Century City office from 2017 to 2019.
- **Zachary Morgenstern** is now Associate Corporate Counsel at CBS Interactive in New York. He was a Corporate & Securities associate in the New York office from 2018 to 2019.
- **Raphaela Taylor** is now Corporate Counsel at Pacific Life Insurance in Newport Beach, CA. She was a Finance & Bankruptcy associate in the Orange County office from 2011 to 2019.

We regularly post in-house job opportunities from clients and friends of the firm on the Sheppard Mullin alumni site under “Career Opportunities.” We welcome in-house job postings from you; please send to [alumni@sheppardmullin.com](mailto:alumni@sheppardmullin.com).



## FREE ASSN. OF CORPORATE COUNSEL MEMBERSHIP FOR IN-HOUSE ALUMNI

The Association of Corporate Counsel (ACC) recently unveiled a new initiative that aligns law firm's support of in-house practitioners with their ongoing career development. Through ACC's Law Firm Alumni Program, lawyers who are transitioning to an in-house role receive a complimentary six-month ACC membership.

Participation in this program gives members the opportunity to connect with fellow in-house counsel, access ACC educational programs, and attend local CLE/CPD accredited programs. ACC will also provide additional concierge services to transitioning lawyers as they navigate through their new in-house roles. [Click here](#) to read more information about ACC membership benefits and about ACC's alumni program.

Because of Sheppard Mullin's longstanding relationship with ACC, membership will be provided at no cost to alumni who are now in-house. To read more about this offer and activate your six-month complimentary ACC membership, go to [www.acc.com/firmgift](http://www.acc.com/firmgift).

## NEW VETERANS AFFINITY GROUP

Sheppard Mullin recently announced the creation of its newest affinity group comprised of military veterans and allies. *Veterans at Sheppard Mullin* is a group of Sheppard Mullin attorneys and staff who are committed to advancing issues on behalf of veterans. Members include both military veterans and individuals with immediate family members who currently serve or formerly served in the armed forces. Allies are also welcome to participate.

The group's efforts will be directed at providing support to veterans and active duty families, both within the firm and in the larger community, through pro bono legal services and other projects. *Veterans at Sheppard Mullin* will also make a concerted effort to recruit veteran applicants for positions at the firm as appropriate. Group members will guide and mentor law and pre-law students, as well as practicing legal professionals, who are veterans or impacted family members. Our veterans group also aims to enhance the sense of community among those who served our country and provide support as a "thank you" for their service.

*Veterans at Sheppard Mullin* strives to make an impact in the veteran community by encouraging Sheppard Mullin attorneys and staff to participate in pro bono projects that serve veterans

and their families; foster the success and development of veterans in the legal field; lead outreach initiatives to serve veterans in the community; raise awareness of topics, experiences, and skills unique to veterans; participate in job fairs and events designed to integrate veterans into the workforce; and partner with clients and other organizations to serve the needs of veterans.



The group is led by partners **Jason Kearnaghan** (Los Angeles), **Jason Mueller** (Dallas) and **Jon Newby** (Century City). If any alumni veterans would like to participate in pro bono projects or job fairs, please contact either Jason at [jkearnaghan@sheppardmullin.com](mailto:jkearnaghan@sheppardmullin.com) or [jmueller@sheppardmullin.com](mailto:jmueller@sheppardmullin.com).

## HELPING CLIENTS SUCCEED

Sheppard Mullin lawyers work on a range of litigation and transactions to help our clients succeed. Here are a few examples of our work during the last quarter.



**Actress Elizabeth Hurley** – We were successful in establishing the right for our client Elizabeth Hurley’s son, Damian, to inherit as a beneficiary under trusts established by billionaire Peter Bing. Mr. Bing established trusts 40 years ago for his future grandchildren. He had two children: wealthy playboy Steve Bing and Mary Bing. Steve had two children out of wedlock, including one with actress Elizabeth Hurley. She and Steve dated and Elizabeth became pregnant and gave birth to Damian, now 17. Steve declined to ever meet Damian even though he sued in England to gain joint custody rights. With evidence from Peter and expert reports (in addition to very helpful legal precedents), Peter, his trustee, Mary and her children argued that Damian and Kira (Steve’s other child) had no rights under the trusts. After receiving the evidence and briefs from all parties, the court set “closing arguments” as a bifurcated hearing on our plea. The court agreed with our arguments and held that Damian (and by extension Kira) are beneficiaries. Partner **Adam Streisand** (Century City) led this matter.



**FORTBAY**

**Fortbay, LLC** – We represented Fortbay, LLC in the development of a 716-unit apartment complex in Mountain View, CA, providing land use assistance throughout the entire entitlement process. The new complex at 777 W. Middlefield Road will consist of 562 market-rate units in two buildings and a 144-unit affordable building for local school district staff (including teachers) and city employees. A project four years in the making, the new complex will include publicly accessible, privately maintained open space areas, a swimming pool, two rooftop decks, fitness rooms and a bike path connecting Middlefield Road and Shoreline Blvd. The matter was led by partner **Jennifer Renk** (San Francisco).



**Infinity Insurance Company** – We recently received published opinions dismissing two class actions filed against Infinity Insurance Company. In *Copelan v. Infinity Ins. Co.*, 359 F. Supp. 3d 926 (C.D. Cal. 2019) and *Hennessy v. Infinity Ins. Co.*, 358 F. Supp. 3d 1074 (C.D. Cal. 2019), the federal district court addressed whether an auto liability policy is required to provide coverage for inherent diminished value (also known as stigma damage) claims. The issue was one of first impression not just in California but in the entire country. Partners **Charles Danaher** (San Diego) and **Theona Zhordania** (Los Angeles) led the defense of these matters.



**Sony Interactive Entertainment** – We recently represented Sony Interactive Entertainment (“SIE”) in its agreement to acquire Insomniac Games, a leading game developer and long-time partner of SIE. Insomniac Games is the developer of PlayStation®4’s *Marvel’s Spider-Man*, one of 2018’s most highly-acclaimed PS4™ games, and the hugely popular PlayStation® *Ratchet & Clank* franchise. Click [here](#) to read the press release. Partner **Stephanie Zeppa** (San Francisco) led the deal.



**Summit Medical Group** – Our top-ranked Healthcare Team represented Summit Medical Group, one of the nation’s premier independent multispecialty medical practices, in its merger with CityMD, the leading urgent care provider in the New York metro area — the first-of-its-kind between an urgent care provider and an independent physician-owned multispecialty medical group. Warburg Pincus, a leading global private equity firm and majority owner of CityMD since 2017, will own a controlling interest in the enterprise. This merger represented the largest multispecialty physician group transaction of the year and creates one of the largest physician groups in the country that is not owned by a hospital or an insurance company. Read the press release about the deal [here](#). The deal was led by partners **Eric Klein** (Century City) and **Bijal Vira** (New York).



**Welbilt** – Our Global Trade team recently secured a victory for Welbilt that will spare the company a punishing import tariff of \$5M per year, retroactive to last July. Welbilt is a commercial foodservice manufacturer and distributor that imports certain ice making machines and components from China. Under one of the recent tariffs implemented as part of an ongoing trade war with China, Welbilt was suddenly subject to a 25% tariff on its imports from China. The tariff was imposed by the United States Trade Representative and enforced by U.S. Customs and Border Protection. Partner **Reid Whitten** (London/Washington DC) led this matter.

## NEW WOMEN IN HEALTHCARE LEADERSHIP COLLABORATIVE – ALUMNI WELCOME

Sheppard Mullin recently launched the Women in Healthcare Leadership Collaborative (WHLC), an exclusive leadership initiative for women attorneys, compliance officers, business leaders and other professionals in the healthcare industry who have the talent and drive to advance their careers in a dynamic and heavily regulated industry. WHLC is dedicated to supporting and cultivating women leaders in healthcare by providing members with important legal and industry insights, professional skills training and development, quality networking with other leaders in healthcare, and peer-to-peer mentoring. WHLC will host a series of conversations to provide targeted education to members on critical issues facing the healthcare industry today.

“Sheppard Mullin is at the forefront of the advancement and retention of women attorneys, so the Women in Healthcare Leadership Collaborative is a natural expansion to women leaders within the industries we work,” said New York healthcare associate **Amanda Zablocki**, co-leader of Sheppard Mullin’s WHLC program. “Through WHLC, we’re dedicated to helping women professionals in the healthcare industry advance into leadership and C-suite positions and providing them with continued support throughout their careers.”

WHLC kicked off its series of conversations with a “meet and greet” afternoon picnic for members and their families on August 10 at Sakura Park in New York City, followed by a second program featuring a roundtable discussion on September 17 on “Social Determinants of Health: Leveraging & Developing Partnerships with Community-Based Organizations” in New York, co-hosted by Sheppard Mullin and COPE Health Solutions. In January 2020, Sheppard Mullin’s Washington, D.C. women healthcare lawyers will present “A View from the Capitol: 2020 Healthcare Policy, Legal and Regulatory Predictions.”

WHLC membership is by invitation only. Contact [whlc@sheppardmullin.com](mailto:whlc@sheppardmullin.com) if you are a woman in-house alumni in healthcare leadership and would like to join.



**SheppardMullin**

## UPCOMING EVENTS

Below are a few upcoming events the firm is hosting that are open to in-house counsel or HR professionals. To RSVP or for more information about all events including our lawyers’ outside speaking engagements, visit the [Events](#) page on our web site at [www.sheppardmullin.com/newsroom-events.html](http://www.sheppardmullin.com/newsroom-events.html).

### 2019 Employee Handbook and Personnel Policies

September 18, 2019 / 9:00 a.m. – 4:30 p.m. PST  
Embassy Suites Anaheim Hotel, Garden Grove, CA

### Real Estate and Land Use Issues Facing the Cannabis Industry

September 18, 2019 / 12:00 – 1:00 p.m. PST  
*Webinar*

### Ethics and Eggs: Ethics Issues in IP Matters

October 8, 2019 / 8:00 – 10:00 a.m. PST  
Sheppard Mullin, Costa Mesa Office

### Labor & Employment Law Update – San Francisco

October 8, 2019 / 4:00 – 7:00 p.m. PST  
Sheppard Mullin, San Francisco Office

### Market Exclusivity: FDA Considerations in Patent Product Protection Strategies

October 10, 2019 / 12:00 noon – 1:30 p.m. PST  
Garden Court Hotel, Palo Alto

### Labor & Employment Law Update – Los Angeles

October 15, 2019 / 4:00 – 7:00 p.m. PST  
Convene, Downtown Los Angeles

### Cannabis Banking

October 16, 2019 / 12:00 noon – 1:00 p.m. PST  
*Webinar*

### Labor & Employment Law Update – San Diego

October 17, 2019 / 4:00 – 7:00 p.m. PST  
Hyatt Regency La Jolla, San Diego

### Labor & Employment Law Update – Orange County

October 29, 2019 / 4:00 – 7:00 p.m. PST  
Avenue of the Arts Hotel, Costa Mesa

### Cyber Law, Risk, Policy Symposium

November 7, 2019 / 8:00 a.m. – 6:30 p.m. PST  
University of San Diego, Joan B. Kroc Institute for Peace and Justice

### Blockchain and Cannabis

November 20, 2019 / 12:00 noon – 1:00 p.m. PST  
*Webinar*



## CONTACT US

For more information about our alumni program, to notify us of a job change, subscribe to a blog, or register for events, contact Alumni Program Manager Michelle O'Driscoll. We look forward to hearing from you and staying in touch.



**Michelle O'Driscoll**

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We encourage you to follow us on social media to hear the latest developments, from daily blog posts to upcoming events to pro bono news.



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**Twitter:** <https://twitter.com/SheppardMullin>



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