

## TOP TRADEMARK LITIGATOR JILL PIETRINI JOINS SHEPPARD MULLIN

Jill M. Pietrini has joined Sheppard, Mullin, Richter & Hampton LLP as a partner in the firm's 70 attorney Intellectual Property practice group, based in the firm's Los Angeles/Century City office. Pietrini joins from Manatt in Los Angeles, where she chaired the firm's Intellectual Property and Intellectual Property Litigation practice group. In October, partner and co-chair of the IP practice group Nick Setty joined Sheppard Mullin from Fish & Richardson, where he founded and was managing principal of its Atlanta office and resided part-time in its Silicon Valley office.

"Jill is a powerhouse litigator, portfolio manager and trademark attorney, who has regularly been recognized among the top IP lawyers in the state. With a diverse client roster that includes film, music and fashion industries, her practice dovetails well with our entertainment group," said Guy N. Halgren, chairman of Sheppard Mullin.

"I am thrilled to join Sheppard Mullin. The strength and breadth of the firm's IP group is very impressive, as is the reputation of the firm's entertainment practice. Sheppard Mullin's successful expansion, entrepreneurial culture, and support of diversity initiatives have also been very attractive to me," Pietrini commented.

"Jill joins Sheppard Mullin as part of our strategic goal of adding attorneys with thriving practices who also are proven leaders and builders, with the goal of continuing to grow our IP practice. She brings a significant trademark litigation practice to our Century City office and strengthens our global IP capabilities. Jill fits extremely well with the firm's collegial atmosphere that has become Sheppard Mullin's cultural trademark," said Carlo F. Van den Bosch, co-chair of the Sheppard Mullin's Intellectual Property practice group.

Pietrini's practice encompasses the full breadth of intellectual property law, with focus on trademark, dilution, trade name, trade dress, copyright, right of publicity, unfair competition, patent litigation and appellate practice; registration and maintenance of trademarks before the United States Patent and Trademark Office and copyrights before the United States Copyright Office; prosecution and defense of more than 450 Trademark Trial and Appeal Board proceedings in the U.S. and opposition and invalidation proceedings outside the U.S.; international registration and maintenance of trademarks; registration and enforcement of Internet domain names, including ICANN arbitrations; procurement and negotiation of licenses and intellectual property transfer and securitization agreements; management of 8,500+ portfolios and trademarks; and strategic counseling in the intellectual property area.

Pietrini's clients include: Summit Entertainment, Fifty-Six Hope Road Music, Gwen Stefani, Café Press, Metallica, Will Smith, and Gerawan Farming.

Pietrini received her J.D. from Santa Clara University School of Law in 1988 and a B.A. from University of California, Berkeley in 1983.