

# Daily Journal

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## Intellectual Property

### A Word About this List

Being a paid observer of the legal industry brings us a lot of enriching moments. But the absolute best part about our job is watching brilliant people facilitate creative ideas so that they blossom into real solutions. Nowhere is this more evident than in the intellectual property arena, in which lawyers draft and defend patents, copyrights and trademarks for medical cures, technological innovations and, of course, great entertainment.

This is the fourth year the Daily Journal has published a Top Intellectual Property Lawyers list. In putting it together, editors read hundreds of nominations from lawyers. We also consult Daily Journal reporters who cover this field and read our coverage of the practice.

To qualify, the lawyer must be based in California but his or

her work can be anywhere. Many of the litigators practice in the Eastern District of Texas but they also have cases in other federal districts and before the Federal Trade Commission in Washington, D.C. Portfolio managers work for companies in every corner of the globe.

The most important criterion for making the list is the impact of the work. How has this work affected an industry or society? Did it create or save jobs? Did it help bring to market a cure? Save a technological innovation?

The result is a lively mix of people doing fascinating work. There are tech gurus, science nerds and glitzy Hollywood folks. Read on. Get to know them.

— The Editors

### 25 PORTFOLIO MANAGERS, PROSECUTORS AND LICENSE SPECIALISTS



**MARC A. SOCKOL**

Sheppard Mullin Richter & Hampton LLP  
Palo Alto

Wireless devices and applications,  
social networks, video games

Sockol works on patent strategy for companies and intellectual property due diligence for investors involved in mobile wireless devices and applications, the video game industry, and social network technology.

“I love working in this area, because I have an electrical engineering degree and it makes it exciting to stay abreast of the technology that I’m interested in,” he said.

His clients include startups and others in Silicon Valley as well as multinational companies based in the United States, China, Korea, Taiwan and Japan. Among them are Santa Clara-based Aviat Networks Inc. and Electronic Arts Inc. in Redwood City.

Sockol drafted the patents for Redwood City-based Visto Corp., now called Good Technology, Inc., which supported the company’s litigation against BlackBerry manufacturer Research In Motion Ltd. Visto got a \$267.5 million settlement related to infringement of five patents for synchronization software used in wireless devices.

“A good percentage of my practice is portfolio development,” Sockol said. “I also get involved in due diligence and transactions on behalf of investors and buyers and sellers. I have also been involved in many patent litigations, where I’m sort of the chief technical guy, who helps develop the infringement or non-infringement defenses and the strategy of both offense and defense.”

He helps clients devise an intellectual property strategy and execute it from start to finish — from getting patents to protecting technology in the marketplace.

“In the startup space, the challenge is always investments — getting the startup money,” Sockol said. “In the video game and social networking space, it tends to be keeping your intellectual property protection on par with your [product] development, because development is moving at such a quick pace.”

— Mandy Jackson