



## → Timothy L. Epp

### Partner

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Tim Epp is Of Counsel in the Intellectual Property Practice Group in the firm's Orange County Office. He was formerly Vice-President, General Counsel and Secretary for the TaylorMade-adidas Golf Company, the technological leader in the golf. Prior to that, he was a practicing engineer and worked on ground-breaking technologies related to the Global Positioning System (GPS), the lynch-pin of our modern navigation systems. While at Sheppard Mullin, he was the founding Practice Group Leader for its Intellectual Property (IP) Practice Group and led its early growth (now more than 100 IP attorneys globally).

### Areas of Practice

Tim's practice is devoted to the representation of high-tech clients with extensive experience in patent portfolio development, patent infringement litigation and trademark prosecution and enforcement. For many years, Tim has counseled clients regarding patent validity, infringement, freedom-to-operate and enforceability, with U.S. and international scope.

Tim is a registered patent attorney and is authorized to practice before the U.S. Patent and Trademark Office. He has extensive experience in a variety of technologies, including the following:

- Medical devices – including for example coronary stents
- Mechanical devices in general
- Golf equipment – chemical arts related to golf balls
- Golf equipment – mechanical arts related to golf clubs
- Solar and other clean energy applications
- Metallurgy
- Acoustics
- Electro-mechanical devices
- Radiological markers
- Optics

In addition to his patent practice, Tim also uses his intellectual property expertise to help U.S. and international companies create, protect, license, buy, sell, and commercially exploit intellectual property, technology, goods, and services, in areas such as:

- Ecommerce
- Social media
- Cybersecurity
- Technology issues in M&A transactions

## Honors

Recognized for Patent Law, *Best Lawyers*, 2021

## Practices

Intellectual Property

Copyrights

False Advertising, Lanham Act and Unfair Competition

IP Licensing, Technology and Commercial Transactions

Patent Litigation

Patent Prosecution and Counseling

Trade Secrets

Trademark Applications and Prosecution

Trademarks and Trade Dress

## Industries

Sports

## Education

J.D., University of California, Los Angeles, 1992

M.B.A., San Diego State University, 1989

B.S., Industrial Engineering, Iowa State University, 1981

## Admissions

California

U.S. Patent and Trademark Office