



# **Litigation Strategies for Intellectual Property Cases: Leading Lawyers on Adapting to New Trends, Improving Courtroom Tactics, and Understanding the Impact of Recent Decisions (Inside the Minds)**

*Multiple Authors*

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Litigation Strategies for Intellectual Property Cases provides an authoritative, insider's perspective on utilizing successful techniques in IP litigation cases. Featuring partners and directors from some of the nation's leading law firms, these experts guide the reader through the most important elements of IP litigation cases and the factors to consider when developing a strategy for your client. From understanding the client's ultimate goal to conducting effective jury selection, the authors highlight the process of preparing and presenting the case and emphasize how recent case decisions, new trends, and industry standards have impacted their decision making. Additionally, these leaders discuss the effects of the economic crisis on IP litigation and speculate on the future of infringement claims and standards. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great legal minds of today, as these experienced lawyers offer up their thoughts around the keys to success within this technical area of law. Inside the Minds provides readers with proven business intelligence from C-Level executives and lawyers (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies and firms nationwide. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is heading and the most important issues for the future. Each author has been selected based upon their experience and C-level standing within the professional community. Chapters include: 1. John P. Guenther, Member, Dykema Gossett PLLC – "Adapting Practices to Deal with Recent Game-Changing Cases" 2. Gregg I. Anderson, Partner, Gordon & Rees LLP – "Recent Decisions of the U.S. Supreme Court and Federal Circuit Court of Appeals Have Altered the Risk Reward Analysis of Patent Litigation" 3. Stanley M. Gibson, Partner, Jeffer, Mangels, Butler & Marmaro LLP – "From the Trenches of IP Litigation" 4. Dawn Rudenko Albert, Partner, Dickstein Shapiro LLP – "The Changing Face of IP Litigation" 5. Lekha Gopalakrishnan, Ph.D., Shareholder, Winstead PC – "Changing IP Strategies in a New Litigation Environment" 6. Chris L. Gilbert, Partner, Patton Boggs LLP and George R. Speckart, Ph.D., Director of Litigation Psychology, Courtroom Sciences Inc. – "Gaining a Tactical Advantage in IP Trials Through Focus on Jury Selection" 7. Matthew Fischer, Partner, Sedgwick, Detert, Moran & Arnold LLP – "IP Litigation Strategies in the Context of Current Trends" 8. Jan M. Conlin, Partner and Chair, Business Litigation Group, Robins, Kaplan, Miller & Ciresi LLP – "Case Strategies to Succeed in the Changing World of Patent Litigation" Appendices include: Appendix A: Sample Cease and Desist Letter Appendix B: Protocol Governing the Production of Electronically Stored Information ("ESI") Appendix C: Advanced Micro Devices v. Samsung Electronics Co. et al.

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