



**CHRISTOPHER T. HOLLAND**  
**PARTNER**

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Chris Holland is a licensed patent attorney who specializes in trial practice. Throughout his legal career, Chris has focused on intellectual property litigation, prosecution, and counseling, including patent infringement and related antitrust claims, including trademark and patent opinion work, trade dress design, Internet liability, software licensing, and re-engineering consulting. Chris has represented companies in a variety of different industries, including software developers, graphic artists, fashion designers, semiconductor manufacturers, pharmaceutical distributors, oil and gas companies, and advertising agencies. He has worked with clients ranging from Fortune 500 corporations to start-up entrepreneurs.

In addition to his significant litigation and trial experience in intellectual property and other areas, he has counseled numerous clients on issues ranging from employee non-competition and trade secret agreements to intellectual property portfolio valuation and disclosure requirements for publicly-held corporations. Chris's previous work as a reservoir and long-term planning engineer for Tenneco and Atlantic Richfield, and his in-house experience with Silicon Valley chip equipment manufacturer Applied Materials, provide him with a unique perspective for dealing with technical personnel, as well as sensitive internal corporate issues.

**NOTABLE ENGAGEMENTS**

Following are examples of matters Chris has handled.

- Obtained summary judgment (upheld by Federal Circuit) for audio cable manufacturer in patent infringement case brought by largest audio component competitor.
- Represented patent holder in \$50 million infringement suit concerning residential and apartment complex telephone entry systems.
- Represented fresh fruit producer in \$100 million suit involving affirmative claims of trademark and antitrust violations, and defensive allegations of patent infringement.
- Represented videogame agency in multi-million dollar dispute over unpaid agency fees and fraud by client in connection with same.
- Represented law firm seeking several million dollars in damages from software manufacturer for flaws in connection with cost and expense billing software.
- Defended corrugated box equipment manufacturer against patent holder seeking over \$21 million in damages and attorneys fees.

## **CHRISTOPHER T. HOLLAND** (continued)

- Represented video game developer in litigation seeking over \$10 million in damages in connection with publication and distribution royalties and intellectual property rights of one of the top-selling video games of the past five years.
- Defended two golf component equipment retailers against claims of copyright and patent infringement by Cobra® Golf and other original equipment manufacturers.
- Defended several footwear manufacturers and retailers against trademark and trade dress infringement claims involving Dr. Martens® shoes and sandals.
- Presently consulting major clothing retailer on numerous patent, trademark, and trade dress issues, including evaluation of company's affirmative claims against third parties, and claims by third parties against company.
- Represented numerous advertising agencies and agency clients against suits involving allegations of copyright infringement and unfair competition, federal right of publicity, trademark infringement, and related claims brought by major corporations and public figures based on nationwide advertising campaigns.
- Represented graphic design firm in connection with affirmative copyright infringement claims and licensing negotiations for greeting card and stationery designs.
- Negotiated several contracts involving intellectual property rights for clients, including publication and royalty agreements, trademark and patent licenses and cross-licenses, employee non-competition and non-disclosure contracts and other agreements.
- Prepared opinion letters to clients regarding patent and trademark infringement, trade secret issues, and intellectual property portfolios.
- Prepared and filed numerous patent and trademark applications, amendments to applications, and other PTO filings. Prosecuted several applications to issuance, including representing clients, before the Trademark Trial and Appeals Board and the Board of Patent Appeals.

## **EDUCATION**

University of California, Hastings College of the Law, J.D. (1992)  
University of Oklahoma, School of Engineering, B.S.,  
Petroleum Engineering (1987)

## **ADMITTED TO PRACTICE**

U.S. Patent and Trademark Office (Reg. No. 36,551)  
All California Federal District Courts  
California State Courts  
New York State Courts  
Ninth Circuit Court of Appeals  
Federal Circuit Court of Appeals

## **PROFESSIONAL AFFILIATIONS AND ACTIVITIES**

**CHRISTOPHER T. HOLLAND** (continued)

American Bar Association (Section: Intellectual Property)

State Bar of California (Section: Intellectual Property)

Bar Association of San Francisco (Section: Intellectual Property)

International Trademark Association

Board of Directors, 1066 Foundation

University of California, Hastings College of the Law

Alumni Board of Governors

University of California, Hastings College of the Law