

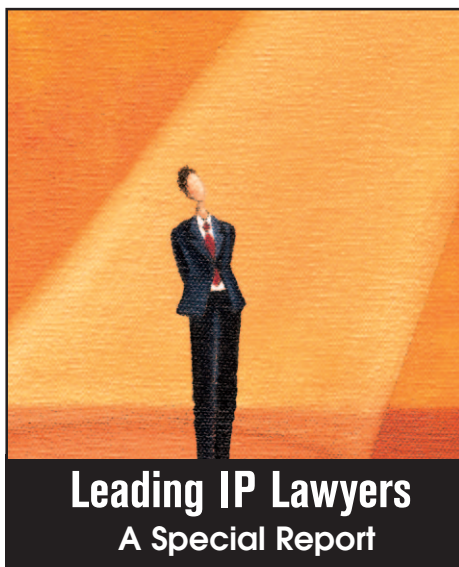
Identifying **15** Leading IP Lawyers

Here they are: the 15 men and women whom *Legal Times* found when we went looking for the leading intellectual property lawyers in the Washington, D.C., metropolitan area.

How did we select them? Mostly, we talked to a lot of people. We also solicited input from the legal and business communities. We got the word out in various ways, including mailings and prominent notices within the pages of the newspaper. And we posted information about the project—and about how to make a “nomination”—on our Web site.

The tips from readers were helpful; they added to our base of knowledge in the newsroom at *Legal Times*. But they did not limit our pool of potential subjects for the article, and they served just as a starting point. *Legal Times* veteran Jonathan Groner conducted dozens of interviews with lawyers, clients, and others in a position to know who matters most in the world of IP practitioners. In the end, our choices were made based on what we found in that reporting.

Are these the *only* 15 intellectual property lawyers in the D.C. area valued by their clients? Of course not. But this is a grouping that we believe adds to our readers’ understanding of local IP practice. In the end, that was the goal.



Along the way, we had to make some judgments about what kind of attorneys we would include. We began by limiting the list to practitioners, not government officials, in-house counsel, or law professors.

We thought it was important to have lawyers representing the creative range of IP practice, so the list includes attorneys who specialize in patent litigation, patent prosecution, copyrights, and trademarks.

This report was also designed to identify lawyers from both IP specialty firms and firms that number intellectual property among several practice areas.

Much as we thought we knew about this particular area of law in Washington, forcing ourselves to narrow the field down to 15 leading lawyers was an eye-opening experience. We hope you find the article equally intriguing to read.

As a side note, this report, which is sponsored by Litigation Communications Inc., is actually the third in a series of four “Leading Lawyer” articles by *Legal Times* this year. For more information, as well as links to the prior articles, go to our Web site at www.legaltimes.biz.

—RICHARD BARBIERI, EDITOR IN CHIEF

—ELIZABETH ENGDAHL, MANAGING EDITOR

Leading LAWYERS

Legal Times Identifies Fifteen of the D.C.
Area's Top IP Attorneys

Thomas Olson Wilmer, Cutler & Pickering

After he graduated from the University of Michigan and before he went to Harvard Law School, Thomas Olson was hoping to make his living as a cartoonist. But a career as a high-stakes copyright lawyer representing the creative media has ultimately proved more practical and nearly as interesting.

Olson, 50, heads the IP litigation group at D.C.'s Wilmer, Cutler & Pickering. The group focuses almost exclusively on copyright and trademark disputes.

Olson himself has developed what he calls "an odd specialty that involves enormous industry battles." The best recent example is a line of cases in which he has represented major television networks and their affiliated stations against satellite television providers. The satellite providers were making network programming available in markets already served by the network affiliates.

"The satellite companies do have licenses to sell the networks' programs in rural areas, but they have, in my clients' view, abused that license and made the programs available everywhere," says Olson. "That became a real crisis in the mid-'90s, when people used small satellite dishes to steal the signal."

Olson and his Wilmer, Cutler team won a series of copyright infringement actions for the networks. In June 2003, for example, after a two-week trial in Fort Lauderdale, Fla., a judge ordered EchoStar, a major provider of direct broadcast satellite service, to stop its illegal delivery of network programming to millions of customers.

"Tom is a brilliant advocate who is practically indefatigable," says Howard Jaeckel, vice president and asso-



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ciate general counsel of CBS Broadcasting Inc. "Beyond the hours that he puts in, I love reading his briefs. He's a nice guy, and he's tough when he has to be."

Olson got his intellectual property start in 1983 when he worked as a counsel for the IP subcommittee of the Senate Judiciary Committee. A year later, he joined Wilmer, Cutler, building a trademark and copyright practice from the ground up.

In the mid-1980s, Olson gained notice when he won a copyright infringement case on behalf of the Educational Testing Service, which produces the SATs and a host of other standardized tests, against the Princeton Review, which provides test preparation services. In 1988, he won a key trademark case on behalf of the McDonald's Corp. against a hotel chain that wanted to use the term "McSleep." He made partner in 1991.

Olson also taught copyright law for two years at the Georgetown University Law Center and highly recommends the experience for young lawyers.

"Teaching forces you to learn all the nooks and crannies of the law, whether or not you have encountered them in your practice," explains Olson. "That has paid off for me any number of times."