

### Litigation Department of the Year, Intellectual Property Finalist: Sheppard Mullin

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Sheppard Mullin is among the finalists for *Texas Lawyer's* 2025 Litigation Department of the Year, Intellectual Property Award. In a Q&A with the publication, the firm highlighted the most significant achievements and challenges of 2024.

#### **What was your department's most significant achievement in 2024, and why?**

In 2024, our Texas IP team achieved a remarkable string of five trial victories, amassing over \$157 million in verdicts and judgments across a broad range of IP disputes, including a verdict on behalf of the musical group OMG Girlz against the largest privately-owned toy company in the U.S., which was hailed by the legal media as one of 2024's most important trademark decisions. Notably, we obtained a jury verdict on behalf of tech developer Qorvo and prevailed in a bench trial for Thrive Pet Healthcare. In addition, we obtained a favorable judgement as a counterclaimant in a multi-week case that resulted in pop culture darling Vice Media declaring bankruptcy; obtained a dispositive Markman ruling for Snap Inc., the creator of the popular Snapchat app; and secured a successful Federal Circuit reversal of a rare Section 101 invalidation in *Contour IP Holdings v. GoPro*, earning further distinction in the media. The scale and complexity of these matters reflect our innovative strategies and our ability to navigate shifting IP landscapes.

#### **What was your biggest challenge in 2024, and how did you adapt?**

Our biggest challenge in 2024 was navigating increased unpredictability at the USPTO and PTAB, which led to a surge in complex IP filings in the Texas courts and ultimately drove more cases to trial. We overcame this by leveraging seamless teamwork across offices and disciplines—which is part of Sheppard Mullin's DNA. Despite establishing our Texas presence only seven years ago in Dallas, and three years ago in Houston, our team accomplished five trial wins and a pivotal Federal Circuit appeal, demonstrating our litigation prowess in a rapidly evolving IP environment.

*Texas Lawyer* will honor finalists and announce the winners at an awards ceremony on September 25.

### Practice Areas

Copyrights

Intellectual Property

Patent Litigation

Trademarks and Trade Dress