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# AXINN

## IP Trailblazers



**AXINN**

# Our Firm

- Established in 1997 by lawyers from premier Wall Street firms with a common vision of excellence, Axinn has since been joined by over 90 lawyers who share that vision.
- Axinn combines the skills, experience, and dedication of the world's largest and most prestigious firms with the focus, responsiveness, and efficiency of the best boutiques.
- Axinn is devoted to providing the highest quality of service in three practice areas: intellectual property, antitrust, and high-stakes litigation.
- As a prominent boutique firm, we regularly serve some of the most well-known and largest companies in the world in matters of the highest strategic importance.
- Our lawyers have served as lead or co-lead counsel on nearly half a trillion dollars in transactions and in high stakes litigations with key products and billions of dollars at issue.



Clients say  
they are happy  
to put their lives  
in this team's  
hands.

– Chambers USA

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## Contacts

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# Josh Reisberg

Partner

Outside of the office, I'm a competitive offshore sailor. Most recently, I raced in the Bermuda 1-2 Yacht Race, sailing singlehanded from Newport, RI to Bermuda and then doublehanded. On the solo leg, I finished first in my class and fifth over the line out of over 20 boats. Other than competitive sailing, I enjoy skiing, ice hockey, trail running, and chasing around my 10-year-old twin girls.



Josh sighting the finish line after sailing over 700 miles solo from Newport, RI to Bermuda on his 40-foot boat, Abilyn.

Josh Reisberg has focused his practice over the past 14 years on intellectual property and high-stakes commercial dispute resolution and counseling. Josh's broad experience extends across diverse industries, including consumer and outdoor brands, semiconductors, polymer materials, pharmaceuticals, medical devices, LEDs, and display technologies to name a few. Josh has counseled his clients—ranging from artists and publishers to Fortune 50 companies—on all issues of IP law.

## Representative Engagements

- Counseled the International Sunfish Class Association and UK Sailmakers in copyright, trademark infringement, and licensing issues.
- Represented Fortune 50 company in defending claims of trade secret misappropriation.
- Represented Deckers Outdoor in developing a case against competitor for trademark and trade dress infringement, and design patent infringement relating to Uggs boots.
- Representing a UK-based manufacturer of outdoor smartphone accessories in a patent litigation in Connecticut.

## Representative Clients



# Trusted IP Counselors

- We regularly counsel clients on all IP and related commercial issues affecting brands and products, both as part of transactional due diligence products and freedom-to-operate (FTO) analyses necessary to assist clients in achieving pathways to market.
- For example, as part of an acquisition for a Fortune 100 corporation, we performed a comprehensive due diligence involving full analysis of the target's portfolio, extensive FTO analysis of the target's product line, and evaluation of the target's pending litigations. Our analysis resulted in an adjustment of the purchase offer.
- Axinn melds its expertise in IP law and litigation with an understanding of the client's objectives to evaluate the strengths and weaknesses of products and product portfolios necessary to unlock and maximize brand value.
- Axinn regularly negotiates and drafts a variety of agreements, including licenses and joint development, manufacturing, and distribution agreements.



**A firm to turn to when all seems hopeless.**

– Chambers USA



## Chad Landmon Partner, IP Group Chair

*Chad and family snowmobiling on their property in Londonderry, VT.*



**I love connecting with the outdoors.** You can usually find me and my family at our mountain home in Vermont where we enjoy what the surroundings have to offer. In the winter I enjoy alpine or cross-country skiing, while in the warmer months, we are hiking, kayaking, fishing, mountain biking, ATVing, or skeet shooting.

**Chad Landmon** is Chair of the Intellectual Property Group. Over his 20+ years of experience, Chad has maintained a particular focus on patent trial work, having served as a first chair trial lawyer on multiple cases and having litigated over 50 cases during the past 10 years alone, many of which have included products with billions of dollars in annual sales. Chad's practice also includes in-depth IP counseling to enable clients to bring their products to market in the most profitable manner possible.

### Representative Engagements

- Represented Fila in various stages of counseling and litigation, including strategic guidance on the development of corporate strategies regarding footwear, handling patent due diligence, and representation in patent litigation.
- Represented Cloudveil in matters involving fishing gear and waders, keeping Cloudveil out of costly patent litigation by convincing the patent holders to walk away.
- For over a decade, provided IP counseling to multi-million dollar nonprofit human tissue and regenerative medicine company, including providing IP due diligence, product development guidance, license negotiations, and advising on patent procurement strategy.

# Matt Becker

## Managing Partner

*Matt mountain biking on the Case Mountain Trail in CT.*

**If I'm not on the trails** mountain biking in Vermont or Connecticut, I am enjoying the mountains at our cabin in Vermont. In the winter, I try to spend as much of my down time as possible on my snowboard on the Vermont slopes.



**Matt Becker** serves as Axinn's Managing Partner and focuses his practice on intellectual property litigation, analysis and counseling. His intellectual property litigation practice predominantly includes patent infringement and trade secret litigation and his counseling practice focuses on advising clients regarding avoiding third party intellectual property rights in conjunction with product development, conducting patent infringement and validity analyses, and providing strategic advice regarding patent portfolio development.

### Representative Engagements

- Defended Schering Plough in a trade secret misappropriation lawsuit involving sunscreen formulations.
- Represented MeadWestvaco, a Fortune 500 forest products corporation, in multiple patent infringement and trade secret litigation matters and in strategic counseling regarding intellectual property disputes and license agreements.
- Represented multiple corporations, including Rubbermaid and Trumpf, in trade dress enforcement and defense disputes. In the majority of cases, obtained a cease and desist of use of infringing trade dress without the need for litigation.
- Successfully took over as lead counsel for Unilever in a patent infringement case brought by GFA brands against dozens of Unilever products, concerning cholesterol lowering food formulations, and secured a minimal settlement.

## True IP Trial Lawyers



**These superb  
trial lawyers are  
client-  
focused and  
responsive.**

– Chambers USA

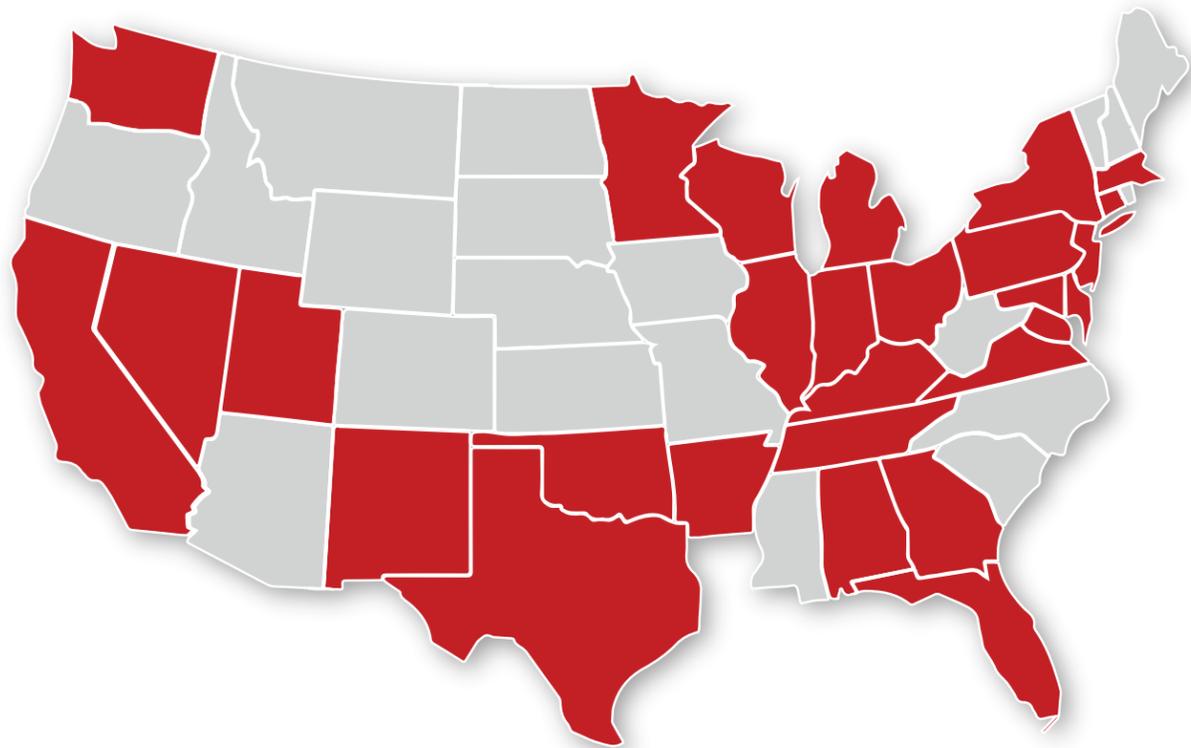
**400+**  
Years of collective  
IP experience

- We know how to craft winning strategies both to prevail in litigation and keep our clients out of costly litigation when threatened.
- We routinely serve a lead trial counsel and try multiple IP cases annually, including cases worth billions of dollars.
- As a go-to IP trial firm, we are often asked to handle strategically significant cases and have frequently replaced trial counsel in the midst of discovery.
- Axinn has served as lead trial counsel in more than 120 litigations over the last 10 years alone.
- Acted as lead counsel for an international manufacturer of electrical and electronic products in a trade secrets case relating to wireless lighting control systems. Axinn won summary judgment of no lost profits, eliminating the plaintiff's \$1.3 billion damages claim and leading to a favorable resolution.
- Less than a year after taking over as lead counsel in a patent action brought against a leading consumer products company, Axinn secured a stipulation of dismissal after successfully arguing a number of key claim construction disputes and eliciting favorable deposition testimony from two named inventors.

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# Cross-Country IP Litigation Experience

Axinn's lawyers have litigated across the country, with extensive experience in the most important District Courts, including California, Delaware, New Jersey, New York, and Texas.



**100+**

Jury and bench trials &  
arbitrations as lead counsel

**AXINN**

## Our Team

Our passion for representing our clients is rivaled only by our passion for the outdoors and our connections to nature.



*Josh Reisberg and crew practicing for a race from Newport, RI to Bermuda on a 21-foot sailboat.*