

# Who Protects Innovation in America?

The 50 most innovative companies in the world count on these law firms to protect their patents, copyrights, and trademarks.—By Erik Sherman

## Top Guardians of the IP Nest

These law firms were mentioned most frequently in four categories of IP work.

Howrey	15
Fish & Richardson	14
Baker Botts	11
Quinn Emanuel	11
Wilmer	9
Kenyon & Kenyon	8
Kirkland & Ellis	8
DLA Piper	7
Fulbright & Jaworski	7
Jones Day	7
Alston & Bird	6
Foley & Lardner	6
Morrison & Foerster	6
Akin Gump	5
Faegre & Benson	5
Finnegan, Henderson	5
K&L Gates	5
King & Spalding	5
Klarquist Sparkman	5
McDermott Will	5
McGuireWoods	5
Shook, Hardy	5
Townsend and Townsend	5

## Law Firms on the Cutting Edge

This year's go-to firms for the world's most forward-thinking companies.

### IP Litigation

Trademark	
Howrey	4
Boulton, Cummings	3
Fulbright & Jaworski	3
Howard, Phillips	3
Quinn Emanuel	3
Snell & Wilmer	3
Bradley Arant	2
Christie, Parker	2
DLA Piper	2
Dorsey & Whitney	2
Faegre & Benson	2
Foley & Lardner	2
Fried, Frank	2
Greenberg Traurig	2
Law Offices of Holihan	2
Honigman Miller	2
J. Andrew Coombs	2
Jones Day	2
King & Spalding	2
Mayer Brown	2
Michael Best	2
Perkins Coie	2
Richman, Lawrence	2
Shook, Hardy	2
Wilmer	2
Winstead	2

Patent	
Howrey	11
Fish & Richardson	8
Kirkland & Ellis	7
Quinn Emanuel	7
Baker Botts	6
Wilmer	6
DLA Piper	5
Jones Day	5
Kenyon & Kenyon	5
Fulbright & Jaworski	4
Morrison & Foerster	4
Reed Smith	4
Sidley Austin	4
Akin Gump	3
Alston & Bird	3
Fenwick & West	3
Foley & Lardner	3
King & Spalding	3
Klarquist Sparkman	3
McDermott Will	3
McGuireWoods	3
Orrick	3

**METHODOLOGY**—*Who Protects Innovation in America 2008* uses a list of companies ranked by *BusinessWeek* and the Boston Consulting Group as The World's 50 Most Innovative Companies. Votes cast in a survey sent to the 2,500 largest global corporations by market capitalization and other business leaders counted for 80 percent of the ranking, stock returns accounted for 10 percent, and three-year revenue and margin growth each accounted for 5 percent.

*IP Law & Business* used Thomson West's Litigation Monitor to find which law firms made new intellectual property case filings, or were issued judicial decisions, for the 50 companies for the time period of July 1, 2007 through June 30, 2008. Litigation Monitor compiles information about lawyers, law firms, roles, representation, and parties from Westlaw documents sourced from fed-

eral and state dockets and decided case opinions. We listed the five firms with the most litigation activity—cases filed or decisions rendered—in copyright, patent, and trademark categories; where there was a tie in the top five, we listed all the tied firms.

Patent prosecution data came from Thomson West's IP Monitor, which compiles patent application data through Westlaw from the Patent and Trademark Office and Derwent. We listed the five firms that filed the most patent applications for each company from January to September 2008, again including more firms in the case of ties. We then counted up the mentions in each of the four categories to compile our most-mentions lists. We didn't include law firms whose primary role was that of local counsel on the most-mentions lists.

IP Litigation				Patent Prosecution
	Copyright	Trademark	Patent	
<b>1 Apple</b>	Dickinson Wright; Eisenberg, Tanchum; K&L Gates; Latham & Watkins; Munger, Tolles; Troutman Sanders	N/A	Albritton Law Firm; Fish & Richardson; <b>Howrey</b> ; Husch Blackwell; Kirkland & Ellis; Milbank, Tweed; Morrison & Foerster; Weil, Gotshal; Williams, Morgan	Buchanan Ingersoll; Fish & Richardson; Kenyon & Kenyon; Ropes & Gray; Townsend and Townsend
<b>3 Toyota Motor</b>	Honigman Miller; Ray Quinney	<b>Howrey</b> ; Kerr, Russell; Taft, Stettinius; Winstead	Finnegan, Henderson; Heartfield & Mcginnis; Kenyon & Kenyon; Kirkland & Ellis; Yarmuth Wilsdon	Christensen O'Connor; Finnegan, Henderson; Kenyon & Kenyon; Oliff & Berridge; Sughrue Mion
<b>4 General Electric</b>	Gardere Wynne; Holme Roberts; Lathrop & Gage; Nexsen Pruet; Robinson & Cole	Sonnenschein Nath	Ashby & Geddes; Baker Botts; Conley Rose; Cooper & Dunham; Davis Wright; DLA Piper; Fish & Richardson; Foley & Lardner; Goodwin Procter; <b>Howrey</b> ; Ireland Carroll; Leydig, Voit; Marshall, Gerstein; Morris, Nichols; Morrison & Foerster; Quinn Emanuel; Richards, Layton; Robins, Kaplan; Solomon, Grindle; Ward & Smith	Andrus, Sceales; Cantor Colburn; McAndrews, Held; McNeese Wallace; Nixon & Vanderhye
<b>8 Procter &amp; Gamble</b>	Armstrong Teasdale; Crownover/Tisinger; Riley Warnock	Dinsmore & Shohl; Fulbright & Jaworski; <b>Howrey</b> ; Jones Day; Kramer Levin; Michael Best; Snell & Wilmer; VanCott, Bagley; Wilmer	<b>Howrey</b> ; Jones Day; Michael Best; Richards, Layton; Wilmer	Christie, Parker; Fish & Richardson; Needle & Rosenberg; Stevens Davis
<b>12 IBM</b>	N/A	Jones Day	Adduci, Mastriani; Akin Gump; Cadwalader; Fitzpatrick, Cella; <b>Howrey</b> ; Jones Day; Quinn Emanuel; Stevens Law Firm	Heslin Rothenberg; Konrad Raynes; Scully, Scott; Townsend and Townsend; Wood, Herron
<b>13 Research in Motion</b>	N/A	Fulbright & Jaworski; Milbank, Tweed; Morgan & Finnegan	Beck, Redden; Gillam & Smith; Haynes and Boone; <b>Howrey</b> ; Kirkland & Ellis; Ramey & Flock; Wilmer	Bell, Boyd; Bereskin & Parr; Borden Ladner; Dickstein Shapiro; Eckert Seamans; Fasken Martineau; McCarthy Tétrault; Ogilvy Renault; Law Office of Brenda Pomerance
<b>14 BMW</b>	N/A	Beus Gilbert; Bush Seyferth; <b>Howrey</b> ; Jones, Skelton; Kirby Noonan; Shook, Hardy	Crowell & Moring; Dobrusin & Thenisch; Frank, Haron; <b>Howrey</b>	N/A
<b>18 General Motors</b>	N/A	Blakely Law Group; Brooks Kushman; Butzel Long; Fuchs & Roselli; Hahn Loeser; Howard, Phillips; Rader Fishman; Snell & Wilmer; Williams Montgomery; Law Offices of James Yan	Baker, Donelson; Barris, Sott; Brooks Kushman; Figari & Davenport; <b>Howrey</b> ; Kenyon & Kenyon; Kirkland & Ellis; Potter Minton; Steptoe & Johnson	Ingrassia Fisher
<b>31 Daimler</b>	N/A	N/A	Akin Gump; Baker Botts; Clifford Chance; Crowell & Moring; Davidson, Davidson; Dickstein Shapiro; Heartfield & Mcginnis; <b>Howrey</b> ; Kenyon & Kenyon; Kilpatrick Stockton; Paul, Weiss; Potter Minton; Ramey & Flock	Akerman Senterfitt; Crowell & Moring; Davidson, Davidson; Klarquist Sparkman
<b>32 Starbucks</b>	Lane Powell	Fulbright & Jaworski; Kirkland & Ellis	<b>Howrey</b>	N/A
<b>39 Costco Wholesale</b>	Greenberg Glusker	Fried, Frank; Greenberg Glusker; Jeffer, Mangels; Ostrolenk, Faber; Shughart Thomson	Black Lowe; <b>Howrey</b> ; Kaye Scholer; Summers, Compton	N/A
<b>45 Nike</b>	Hogan & Hartson; Kelley Drye; McGuireWoods; Shook, Hardy; White & Case	Cancio, Nadal; Chernoff, Vilhauer; J. Andrew Coombs; DLA Piper; Law Offices of Holihan; Shook, Hardy; Tonkon Torp	Banner & Witcoff; Cassem, Tierney; Cotten Schmidt; <b>Howrey</b> ; Ray Quinney; Shook, Hardy	Banner & Witcoff; Klarquist Sparkman; Wolf, Greenfield
<b>48 Intel</b>	N/A	Fenwick & West; Fish & Richardson; Harvey Siskind; <b>Howrey</b> ; Laubscher & Laubscher; Locke Lord; Shutts & Bowen	Gillam & Smith; Kirkland & Ellis; Orrick; Parker & Bunt; Potter Minton	Blakely Sokoloff; Fish & Richardson; Marger Johnson; Marshall, Gerstein; Schwegman, Lundberg