

Crowell & Moring Adds 2 IP Partners To LA Litigation Group

By Nicole Narea

Law360, New York (June 27, 2017, 7:14 PM EDT) -- Two attorneys, both formerly of Orrick Herrington & Sutcliffe LLP, have joined Crowell & Moring LLP as partners in its Los Angeles litigation group, contributing to its intellectual property practice, the firm announced on Tuesday.

Kent Goss, the former head of Orrick's Los Angeles litigation group, has focused his 30-year career on trademark, copyright and trade secret disputes representing Fortune 100 and 500 companies. Valerie Goo, teaming up with Goss on a number of cases, has more than two decades of experience in trial and arbitration related to intellectual property and commercial litigation matters.

"Kent and Valerie are highly respected trial lawyers and are a tremendous addition to the firm," Angela Styles, chairwoman of Crowell & Moring, told Law360 in a statement on Tuesday. "They have successfully tried dozens of cases to verdict and their combined experience, including on soft IP matters, will further strengthen our litigation capabilities on the West Coast."

In his commercial litigation practice, Goss notably represented National Football League star Tom Brady in a suit claiming violations of his right of publicity, resulting in multiple settlements before the defendants even filed their answer to the complaint, as well as professional mixed martial artist Royce Gracie in a dispute between fight promoters. He has also counseled companies in the consumer electronics, entertainment, toy, clothing, technology and department store industries, as well as actors and homeowners' associations.

Goo was formerly a partner in Orrick's commercial litigation practice group in Los Angeles, and before that, an attorney at Pillsbury Winthrop Shaw Pittman LLP for 10 years, she told Law360 on Tuesday. In her work with Goss over the last two years, she said they have increasingly focused on trade secrets litigation and soft intellectual property cases — involving, for example, trademark and copyright infringement — as opposed to commercial litigation, and she intends to maintain that focus at Crowell & Moring.

"We generally try cases as a team," Goss said.



Kent B. Goss



Valerie Goo

Goss and Goo recalled one such case involving freecreditreport.com's accusation that their client One Technologies LP had infringed its trademark by allegedly copying online banner ads on Google AdWords, one of the first of its kind. They were able to secure a win on summary judgement and the jury came back with a ruling of noninfringement.

"Kent and Valerie add significant weight to our litigation bench in California," Jennifer Romano, co-chairwoman of Crowell & Moring's litigation group, said in a statement on Tuesday. "They will strengthen the group's capabilities to defend companies against unfair competition claims and consumer class actions. Kent and Valerie also will counsel clients navigating the false advertising law under the Lanham Act, the California Consumer Legal Remedies Act and the Defend Trade Secrets Act, among others."

Goss received his J.D. from the University of California, Hastings College of the Law, and his bachelor's degree, cum laude, from Occidental College. Goo earned her J.D. and her bachelor's degree from the University of California, Los Angeles.