



## TODD B. SEROTA, ESQ.

### *Mediator/Arbitrator/Discovery Referee*

A registered patent attorney for 24 years, Todd Serota has extensive experience litigating patent, copyright, trademark, trade dress, trade secret and other intellectual property and business matters for top Los Angeles law firms. Mr. Serota has expertise in preparing and prosecuting patent and trademark applications before the U.S. Patent and Trademark Office and consults with clients on a wide range of intellectual property issues. With a degree in Chemical Engineering from MIT and computer programming experience, Mr. Serota has the background to resolve a wide range of complex technology cases, including those involving organic and inorganic chemistry, biotechnology, physics, computer software and hardware, semiconductors and mechanical engineering.

### PRACTICE AREAS

Patents, copyrights, trademarks, trade dress, trade secrets, computer and Internet, technology, right of privacy, right of publicity, licensing and evaluation of Intellectual Property, breach of contract, business torts, antitrust and insurance coverage.

### CONFLICT RESOLUTION EXPERIENCE

Along with two distinguished former Orange County Superior Court judges, Mr. Serota was recently a member of a tripartite arbitration panel in a complex, multi-party, multi-million-dollar insurance coverage and bad faith dispute. The arbitration took 16 days over a three-year period, resulting in a 44-page majority opinion authored by Mr. Serota. Another noteworthy case he mediated involved a multi-million-dollar copyright and trademark infringement dispute for Chrysler.

Mr. Serota has represented clients in intellectual property and related matters through his own firm since 2002. From 1999 to 2002 he was with the venerable IP firm of Beehler & Pavitt. From 1997 to 1999, he was a partner in the firm of Troop, Steuber, Pasich, Reddick & Tobey, one of the country's leading entertainment firms. From 1993 to 1997, he was the partner responsible for IP in Southern California at Brobeck, Phleger & Harrison. Prior to that, Mr. Serota started his career at the boutique IP firms of Fulwider, Patton (1983 to 1985) and Poms, Smith, Lande & Rose (1985 to 1993).

Throughout his 25-year career, Mr. Serota has represented clients in disputes involving a wide variety of technologies, from chemistry to biotechnology to computer science to semiconductors. In matters that settled prior to trial (the vast majority), he used his well-honed litigation and negotiation skills to obtain highly advantageous settlements for his clients.

### ORGANIZATIONS & ACHIEVEMENTS

- Member: Los Angeles Intellectual Property Law Association
- Member: Los Angeles County Bar Association; South Bay Bar Association
- Member: California State Bar (1983); United States Patent Bar (1984); all Federal District Courts In California (1983-1984); Ninth Circuit Court of Appeals (1984); United States Court of Appeals for the Federal Circuit (1984); United States District Court for the Eastern District of Michigan (1992)
- Member, MIT Club of Southern California (President 1995-1996, Board of Directors 1993 – Present)
- Co-Author, "Intellectual Property on the Internet: Surfing Through Liability and Coverage Issues," published in *Mealey's Emerging Insurance Disputes and Mealey's Intellectual Property* (November, 1996)

### EDUCATION & TRAINING

- J.D. (1983), The Dickinson School of Law at Pennsylvania State University, Carlisle, Pennsylvania
- S.B., Chemical Engineering (1980), Massachusetts Institute of Technology, Cambridge, Massachusetts

*Mr. Serota is based in Southern California and is willing to travel nationally and internationally.*



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