



Larry C. Russ

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Practice Areas

Litigation
Intellectual Property
Corporate and Finance
Mergers & Acquisitions
Emerging Company Representation

Education

University of California, Berkeley
(BA, 1975)
University of California, Hastings
School of Law
(JD, 1978)

Admitted

State Bar of California (1978)
U.S. Supreme Court (1989)
Ninth Circuit Court of Appeals
(1978)

Larry Russ is a founding partner and the head of the litigation department of **Russ August & Kabat**.

As an active trial attorney, Mr. Russ focuses on trademark, copyright, patent, business torts, securities, and complex litigation. Mr. Russ also works extensively on antitrust and unfair competition matters.

Directly after being admitted to the California Bar in 1978, Mr. Russ launched his career by successfully compelling Levi-Strauss & Co. to cease fixing resale prices on men's jeanswear in *Levi Strauss & Co. v. Federated Pants, et al.*, 1979-2 Trade Cases #62,727 (C.D. Cal. 1979). In 1981, as co-lead trial counsel, Mr. Russ achieved a multi-million dollar jury verdict in one of the first private Section 7 Clayton Act cases that directed Pillsbury Flour Co. to divest itself of Wilton, Inc., a dominant cake decorating equipment specialty firm.

Throughout his career, Mr. Russ has successfully represented clients in the direct marketing industry and the apparel industry. Mr. Russ also has extensive experience representing clients in the home entertainment, technology and communications sectors, including video game hardware manufacturers, computer software developers, electronic toy makers and wireless communications companies. Additionally, Mr. Russ consults with established and emerging companies in connection with e-commerce, financing, expansion, mergers and acquisitions, initial public offerings, strategic alliances and intellectual property issues.

In 1985, Mr. Russ obtained the highest Superior Court sanctions award in California history in connection with his representation of plaintiffs in a complex Malibu real estate fraud matter in which the trial judge delivered a seven-figure verdict and awarded punitive damages.

Mr. Russ is perhaps best known for negotiating a 1998 resolution on behalf of Yodeler Wylie Gustafson against Internet giant Yahoo. Gustafson, who had recorded a single yodel for a Yahoo radio commercial, filed a copyright infringement lawsuit against Yahoo after the company began using Gustafson's distinctive and unique yodel as the company's audible signature on a myriad of company products and releases.

In addition to his law practice, Mr. Russ serves as a member of the Board of Directors of American Rag Cie, a Los Angeles-based fashion and housewares design company and chain of retail stores. Mr. Russ has also served on the Board of Tarrant Apparel Group (TAGS) and regularly participates as a consultant to various Boards of Directors in connection with business management and legal issues.

Mr. Russ is an active investor in real estate and business ventures outside of the practice of law and utilizes his personal experience in these endeavors for the benefit of his clients. For a number of years, Mr. Russ served as an associate editor of the Association of Business Trial Lawyers quarterly publication. He is an active member of the Los Angeles County Bar Association, Litigation, Antitrust and Intellectual Property Law Sections as well as an active member of the American Bar Association Antitrust and Intellectual Property Law Sections.