



Larry C. Russ

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Practice Areas

Intellectual Property
Litigation & Trial
Corporate & Finance
Media & Entertainment
Garment & Textile
Mergers & Acquisitions Emerging
Company Representation

Education

University of California, Hastings
School of Law
(JD, 1978)

University of California, Berkeley
(BA, 1975)

Admitted

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

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

As an active trial attorney, Mr. Russ focuses on trademark, copyright, patent, business torts, trade regulation and advertising law 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 challenging Levi-Strauss & Co's resale price maintenance program related to 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.

In 1998, Mr. Russ negotiated a highly publicized settlement on behalf of Yodeler Wylie Gustafson against 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.

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More recently, Mr. Russ represented the prevailing parties in several major apparel cases. In 2010, Mr. Russ successfully defended Forever 21 in a copyright and trade dress infringement action filed by Express. Mr. Russ obtained Summary Judgment in Forever 21's favor, as well as an award of attorney fees. In 2009, Mr. Russ commenced the defense of one of the largest infomercial companies based upon the Federal Trade Commission's claims that the company's various programs engaged in deceptive advertising. The case has broad implications for the entire advertising industry and is currently awaiting trial.

In addition to his law practice, Mr. Russ is the past President and a member of the Board of Directors of the Jewish National Fund Los Angeles zone. Mr. Russ is also involved as a principal of several well known Los Angeles apparel companies including world renowned retailer, American Rag Cie, and a newly established, national retail specialty store chain called Industrie Denim in a joint venture with Levi Strauss. Industrie Denim, opened it first stores in San Francisco and Scottsdale in October 2011. Mr. Russ is one of the founders of Bootie Cam LLC, a company that founded the technology of installing closed circuit cameras in dressing rooms, so that consumers could view how apparel fit them from behind without distortion.

Mr. Russ is also active in helping emerging and troubled companies raise funds and is an active investor and advisor to Transom Capital, a firm that recently acquired Blue Microphones, Uncle Milton Toys, Ritz Camera and other diverse companies. 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. Mr. Russ was recognized as a Super Lawyer by the Publishers of *Los Angeles Magazine* from 2008-2011.

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