



**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.

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 2016, Mr. Russ was lead Class counsel in Perkins, et al, v LinkedIn, a privacy class action challenging LinkedIn's ubiquitous ad-connection emails. The Class was approved and LinkedIn agreed to modify its practices and pay the Class \$13,000,000+.

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. In 2014, Mr. Russ/ American Rag Cie was selected as a finalist by the *Los Angeles Business Journal* at the prestigious Southern California Apparel Awards, and *WeAr Magazine*, a world renowned international magazine focusing on the apparel industry, announced that American Rag Cie was voted as the best retail denim store in the world.

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 Blue Microphones, Uncle Milton Toys, Bravo, Heathco 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 2008-2015. In 2013, 2014 and 2015, Mr. Russ was recognized as a Southern California Top 100 Super Lawyer. Mr. Russ was also selected to *The American Lawyer's* Top Rated IP Lawyers list in 2015, and to *The Best Lawyers In America* list for Patent Litigation from 2012-2016.