



Case Study Efficient Litigation Defense

CLIENT PROFILE

Fortune 50 client, with a technically diverse product line, was accused of patent infringement.

PRACTICE AREAS

- Patent Litigation
- Complex Commercial Defense

ATTORNEYS

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EXECUTIVE SUMMARY

Our client, an international manufacturer of consumer products, was sued for patent infringement over out-dated technology that potentially implicated the vast majority of their varying product lines and services. They needed trial counsel to effectively and efficiently defend them.

CHALLENGE

Too often, the cost of a patent trial drives the client's decision-making process, rather than the merits. This can hamstring a client's defense by pitting litigation expenses against their best objectives. When winning a patent trial is cost-prohibitive, companies are forced to settle regardless of merit.

Additionally, patent cases are often muddled with technical jargon, nuanced details, and endless amounts of engineering documents. Even when the economics make sense, a client may still lose their case simply because the jury could not follow along.

What companies need in defending a patent trial are efficient trial lawyers who can stay within a reasonable budget and who understand the art of combining trial techniques with technical accuracy.

THE JVLLP DIFFERENCE

At Janik Vinnakota, we understood the power of a good story, especially in cases involving complicated technical disputes. Our client was faced with allegations that numerous features in over a hundred different products all infringed the plaintiff's out-dated technology.

Our team was able to efficiently distill the numerous issues and defenses to a single, cohesive story. Our approach to the case provided a clear theme for trial, helping to engage the jury and

consistently guide them through the mountain of evidence.

Ultimately, our team delivered a very favorable resolution for our client—all at a fraction of the typical cost of other patent defense attorneys. Compared with other companies sued in the same case, our client was able to tout a resounding victory at a very affordable cost.