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TOP WOMEN LAWYERS



Jill M. Pietrini

Sheppard Mullin Richter & Hampton LLP
Los Angeles

Practice type: Litigation

Specialty: Intellectual property

Time after time, the world's most recognizable names, faces and products seek Pietrini for help. Time after time, she's defended them to the utmost and beyond.

"I like to win, but I hate to lose more than I like to win," said Pietrini.

What else can you expect from a woman who protects more than 8,500 trademarks and portfolios, including the "Twilight" motion picture series, Bob Marley and Mattel's Hot Wheels Toys?

Most recently, Pietrini led Gerawan Farming Inc. in a series of cases against Prima Bella Produce Inc. Gerawan claimed infringement, but Prima Bella filed a counter-claim, stating that the trademark was generic. Prima Bella filed summary judgment and lost, with the federal court in Fresno ruling that the trademark was not generic. The matter was settled out of court (*Gerawan Farming Inc. v. Prima Bella Produce, Inc.*, 10-CV-00148).

Pietrini has also been a long-time defender of Summit Entertainment and "Twilight," protecting the blockbuster franchise from infringement on everything from clothing, magazines and film spinoffs.

Pietrini recently led a suit against B.B. Dakota. The women's clothing franchise happened to have a jacket worn in the film by the main character, Bella. B.B. Dakota, sensing the potential for profits, keyed in on the association and used the film as promotional material to sell its jacket, going as far as to call it "the Twilight jacket." Pietrini was able to win liability on summary judgment (*Summit Entertainment, LLC v. B.B. Dakota, Inc.* 10-04328).

Unlike the fantasy franchise she represents, there are no smoke and mirrors with Pietrini.

"I'm a very direct, straight-shooter," said Pietrini. "I get along well with the people I work with and consider them my friends. That makes me work harder for them because you never want to let down your friends."

Pietrini defended Fifty-Six Hope Road Music Ltd., against A.V.E.L.A. The claim was that A.V.E.L.A. was improperly using images and song titles of the late Bob Marley. While A.V.E.L.A. claimed that no trademarks had been infringed, Pietrini was able to argue a false association under 43A claim of the Lanham Act. The judge awarded \$300,000 last January (*Fifty-Six Hope Road Music Limited v. A.V.E.L.A., Inc.*, :08-cv-00105) with a motion for profits to be heard this May.

— Ryne Hodkowski