



Alex Reese

Partner

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Alex Reese helps individuals and companies of all sizes resolve disputes involving technology and issues of unfair competition. He has helped clients with product and privacy counseling, pre-litigation advice, and has litigated cases through trial and appeal in matters involving trade secrets, antitrust and unfair competition, patent infringement, IP licensing, consumer confusion, copyrights, and more.

His notable engagements have included:

- Winning a multimillion dollar verdict after a six-week trade secrets trial in the Northern District of California. Alex was an integral member of the trial team and handled the direct and cross examinations of several key witnesses.
- Representing a certified class of California companies in an ongoing case against healthcare giant Sutter Health for its anticompetitive conduct that has resulted in decades of hospital overcharges. Alex was instrumental in preparing the case and litigating it through discovery and summary judgment.
- Representing an international telecommunications company in obtaining a jury verdict of patent infringement against a telephone chipmaker in the Northern District of California.
- Winning a complete victory at summary judgment on behalf of a leading e-commerce company in a suit involving breach of contract, antitrust violations, and defamation in the Western District of Washington.
- Reversing partial summary judgment on behalf of two creators of a role-playing game in a Ninth Circuit appeal involving claims of trademark and copyright infringement, breach of contract, and business torts.
- Providing security and privacy product counseling for a leading technology company regarding its wireless and cellular devices.

Alex is the past board president of the San Francisco Education Fund, a past board member of La Raza Centro Legal, and served as an appointed member of the San Francisco MTA Advisory Committee. He is an active member of the Bar Association of San Francisco's intellectual property and antitrust sections.

Distinctions

- *The Best Lawyers in America*: Ones to Watch in the area of Commercial Litigation (2021)

Experience

BladeRoom v. Facebook and Emerson

After a five-week jury trial before the U.S. District Court for the Northern District of California, our team won for UK-based BladeRoom a \$30 million verdict against global manufacturing giant Emerson for willful and malicious misappropriation of trade secrets and breach of a non-disclosure agreement relating to BladeRoom's revolutionary new methodology for constructing warehouse-sized data centers. The Daily Journal named this one of the "Top Verdicts" in California in 2018. The Court subsequently awarded BladeRoom an additional \$30 million in exemplary damages and \$17 million in prejudgment interest, for a total judgement exceeding \$77 million. Our client settled with Facebook after the first week of trial.

Services

- Intellectual Property Litigation
- Patent Litigation
- Technology
- Appellate Litigation
- Business Litigation
- Privacy and Cybersecurity
- Private Client

Education

- Stanford University (J.D., 2011)
 - Projects Editor, Stanford Law Review
- University of San Francisco (M.A., 2005)
- Pomona College (B.A., 2003)

Bar Admissions

- California

Publications

July 13, 2020

How Antitrust and Unfair Competition Laws Affect Platform Providers' Relationships With ISVs, API Developers, and Scrapers

Legaltech News

June 22, 2020

Monetizing University Patent Portfolios During the Economic Downturn

University Business

June 8, 2020

Tech Companies Should Strongly Consider Monetizing Their Patent Portfolios During the Economic Downturn

IP Watchdog

May 18, 2020

Protecting Your Internal Intellectual Property Investigation: Privilege and Work Product Under California and Federal Law

Law360

April 30, 2020

Tips for Efficiently Managing New Trade Secret Risks Created by Shelter-In-Place Restrictions and Remote Working

April 10, 2020

Data Centers Are "Critical Infrastructure," and That May Help Mitigate Business Impacts From COVID-19

June 13, 2019

What California's New Security Law Means to Your Business

April 4, 2019

Who 'Owns' a Secret? Whether Trade Secret Licensees Have Standing to Sue in California

The Recorder

11/12/2015

ITC Has No Jurisdiction to Block Infringing "Electronic Transmissions"

6/27/2014

Claim Construction: How Should the Supreme Court Weigh In?

4/24/2013

Employee and Inventor Witnesses in Patent Trials: The Blurry Line Between Expert and Lay Testimony

1/10/2013

Justice Department and Patent Office Issue "Policy Statement" Regarding Remedies for Standards-Essential Patents

11/28/2012

Northern District of California Issues New Guidelines and Model Order on E-Discovery

11/26/2012

Insurance Coverage Against Patent Infringement Suits by Non-Practicing Entities

Outside the Office

Alex has two primary outside interests—trying, and failing, to keep up with his toddler twins, and politics. He's organized meet-and-greet and fundraising events for candidates for local, state, and national office, and he previously worked on Capitol Hill as the press secretary for U.S. Senator Jeanne Shaheen.