

Ilse Scott

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Ilse Scott focuses her practice on complex litigation and intellectual property matters that involve trade secrets, trademark, copyright, unfair competition, contractual disputes, and business torts. With more than a decade of litigation experience, she advises and litigates on behalf of clients to protect their intellectual property rights and defend their interests in high-stakes litigation. She has significant experience prosecuting and defending complaints involving trade secrets, copyrights, and trademarks, including proceedings before the Trademark Trial and Appeal Board, and representation before the International Trade Commission.

Ilse has a proven track record representing both plaintiffs and defendants in bet-the-company litigation. She has successfully obtained early resolution of pivotal claims through dismissal and summary judgment, and has procured favorable settlements and judgments for her clients. She has considerable experience handling online content management issues, including developing holistic strategies to effectively respond to defamatory and/or infringing content posted on social media and other third-party websites. In addition, Ilse is proficient in music copyright and licensing issues, including those that frequently arise in the hospitality industry, such as public performance licensing requirements and exemptions. She routinely litigates matters in the federal and state courts of California and in federal courts in other states across the country. She also routinely represents clients in arbitration and mediation proceedings.

EXPERIENCE

Trade Secret Misappropriation; Patent Infringement; Trademark Infringement. Represented the designer and manufacturer of a unique medical device in trade secret misappropriation, patent infringement, and trademark infringement litigation against a competitor. The competitor was using information it had misappropriated from the plaintiff, and was also deliberately confusing consumers in an effort to increase the competitor's market share and dilute the plaintiff's brand. The matter included multistate litigation and proceedings before the International Trade Commission. The client received a very favorable result at the end of the proceedings, with the competitor's manufacture and sale of the competing devices shut down.

Breach of Contract Defense. A Californian publisher and distributor of entertainment software games was sued in Florida for breach of contract. Ilse filed a motion to dismiss the lawsuit for lack of jurisdiction. With the pending threat of dismissal, Ilse was able to settle the case favorably for the client in an early mediation.

Breach of Contract. Successfully defended a major computer hardware manufacturer against breach of contract allegations with consequential damages exceeding \$45 million, including attorneys' fees, arising out of a multi-million dollar transaction in San Jose, California, in a six-week binding arbitration before JAMS.

Trademark Infringement. Defended a trademark infringement case brought by a furniture designer against a competitor. Although the defendant held federally-registered trademarks, the plaintiff alleged it had recently obtained an assignment of unregistered common-law trademarks developed through prior use. The plaintiff filed suit shortly after the assignment, following a long period of inactivity by the assignor. Defendant responded by asserting that the claims were barred by laches, among other defenses, and the case was resolved with a very favorable settlement for the client.

Trade Secret Claims. Represented a major social gaming company as a plaintiff in litigation against its competitor, including claims of trade secret misappropriation and employee raiding. Former employees had left the plaintiff's company carrying designs for a new game that was yet to be released, threatening to be the first to bring the game to the market. It was critical that the plaintiff obtain a preliminary injunction to prevent the defendant from releasing the game first, and thereby irreparably harming the plaintiff's business. The court granted the preliminary injunction, which paved the way for prompt resolution of the dispute.

Trademark Infringement. Defended parallel cases brought in Texas state court and federal court in California. The plaintiff held a federally-registered trademark, but defendant had developed common-law trademark rights through prior use. Plaintiff brought a motion for summary judgment that threatened to eviscerate the plaintiff's claims, which paved the way for settlement.

INSIGHTS

SPEAKING ENGAGEMENTS

Speaker, "Tweet All You Want, But Don't Be a Twit," Asian American Hotel Owners Association Webinar, 05.10.2018

Presenter, "You're Playing My Jam – Music Licensing for Hoteliers," Asian American Hotel Owners Association Webinar, 02.06.2018

Speaker, "Hotel California – Mo Music, Mo Problems," California Hotel & Lodging Association Webinar, 06.07.2017

Speaker, "Driving Sales Through Content Marketing and Social Media," Hotel Council of San Francisco, San Francisco, 10.25.2016

Panelist, "Slipping Through the Cracks: How Artists and Rightsholders Are Missing Out on Digital Royalties," Mondo. NYC Music, Technology and Innovation Conference, New York, NY, 09.16.2016

Speaker, "Facing the Music: Copyright and Licensing Requirements to Play Music at Your Business," San Francisco Entertainment Commission and the Golden Gate Restaurant Association, San Francisco, 08.16.2016

PUBLICATIONS

Author, "Returning to the Office: Trade Secrets in the Post-Pandemic World," *Daily Journal*, 05.19.2020

Author, "Preparing to Return to the Office: Trade Secrets in the Post-Pandemic World," *Nossaman eAlert*, 05.01.2020

Author, "Responding to Negative Hotel Reviews: A Lawyer's Perspective," *Sojern Blog*, 12.08.2016

Author, "Playing Music in Your Restaurant? What You Need to Know About Licensing to Avoid a Lawsuit," *Golden Gate Restaurant Association Blog*, 08.08.2016

Author, "How Independent Hotels Can Take Advantage of OTAs, While Still Encouraging Direct Booking," *California Lodging News*, Summer 2016

Author, "Facing the Music: The Risk of Copyright Infringement," *Hotel News Now*, 05.04.2016

Author, "Rate Parity's Legal Landscape," *Hotel News Now*, 08.12.2015

Author, "How to Respond to Negative Online Reviews," *Hotel News Now*, 05.13.2015

HONORS & RECOGNITIONS

Selected to the Northern California Rising Stars list, 2012-2020

COMMUNITY & PROFESSIONAL

Women Lawyers of Alameda County, Board of Directors, 2011-2014

California Women Lawyers

Food Runners, Board of Directors, 2015-2016

PRACTICES

Intellectual Property

Commercial Litigation

Copyright

Litigation

Trade Secrets

Trademark

Trial Practice

EDUCATION

University of Virginia School of Law, J.D., Bracewell & Patterson Best Brief Award Recipient, Dillard Fellow

University of Virginia, B.A., *with distinction*

ADMISSIONS

California

U.S. Court of Appeals, Ninth Circuit

U.S. District Court, Central District of California

U.S. District Court, Eastern District of California

U.S. District Court, Northern District of California

U.S. District Court, Southern District of California