



***ROBERT A. STEINBERG, ESQ.***  
***(Intellectual Property)***



Mr. Steinberg's mediation practice focuses on business-related cases. He is known for his technical legal expertise, his innovative solutions to difficult business disputes, and his insight into parties' motivations.

As a lawyer in one of the largest intellectual property firms in the western United States, Mr. Steinberg represented numerous technology companies in transactions involving the purchase, sale, securitization and license of patents, trademarks, copyrights and know-how. He also litigated various intellectual property issues involving patents, trademarks, copyrights and trade secrets, including some esoteric performance copyright issues.

### **Representative Intellectual Property Cases**

- Software developer sued defendants for unauthorized use of its software development kit.
- Marketer of home furnishings sued competitor for adopting visually similar magazine cover page and allegedly stealing proprietary business methods.
- Patent infringement of precision cutting machine.
- Trade dress infringement of consumer product.
- Several cases involving software privacy.
- Composer claimed international brand used his jingles in its worldwide advertising campaign without authorization.
- Co-founder of well-known band claimed recording company contract was invalid.

### **Career Highlights**

- Mr. Steinberg has successfully resolved hundreds of mediated cases. In his twenty-five year career as a corporate, securities and tax lawyer and as a litigator, Mr. Steinberg handled billions of dollars in transactions and obtained tens of millions of dollars in tax refunds.
- As partner-in-charge of the Los Angeles office of an international law firm, Mr. Steinberg increased annual distributable income per partner by more than \$300,000 in fewer than four years.
- 150 of Mr. Steinberg's partners honored him with an award for "Outstanding Teamwork and Collegiality."
- Mr. Steinberg has extensive experience with multinational and multicultural matters.

Mr. Steinberg has published more than fifty articles and presented more than thirty seminars on settlement advocacy, case evaluation, negotiation strategy and tactics, and mediation. He received his undergraduate degree from the University of Michigan (Honors in English), his law degree from Duke University, and his Masters of Law (in Taxation) degree from New York University.