



TOP 50 UNDER 45

From appellate guru to anti-counterfeiting strategist—all through the varied spectrum of IP—these winners are distinguished by their sheer brainpower, legal smarts, creativity and hard work.

—Pamela Sherrid, Editor, *IP Law & Business*

EDITOR'S NOTE

I have never sat on an admissions committee for Harvard or Princeton, but I now have much more empathy for their difficult task. How do you make the cut among so many qualified applicants? We began soliciting nominations for our Top IP People Under 45 feature last winter—230 impressive individuals were proposed, some multiple times. To anyone who didn't make our 50-person list, here are some of the reasons.

Like any Ivy League admissions committee, we were looking for a certain amount of diversity. That meant we wanted to include representatives from the many facets of IP: trademark, copyright, patent, and trade secrets, and different kinds of practices, such as litigation, transaction, and policy work. Likewise, we wanted to include a wide range of geography and top-notch law firms, and for the most part included only one person from each firm. And we limited the attorneys to those who practice U.S. law.

But enough of who is *not* on the list: Those who made it offer a unique

and dynamic portrait of today's IP world. They combine raw brain power with hard work, canny legal skills, and a talent for being in the right place at the right time. Perhaps my favorite tale in the collection is the one told by writer Susan Hansen of the meeting a few years ago at Wilmer Cutler Pickering Hale and Dorr, where former U.S. Army captain and biology Ph.D. Jane Love was up for partner. According to managing partner William Lee, as the assembled partners listened to Love's accomplishments, one of the other partners leaned forward and asked, "Are they telling me all this to try to make me feel bad about myself?" In response, I say, no, we aren't trying to make you feel bad, but rather proud of the IP community that can nurture such talent.

Pamela Sherrid
Editor

From hotshot litigators to savvy in-house managers, the best of IP's young masters.



“She has a very deep understanding of counterfeiting,” says a drug industry client.

JOHN HARRINGTON



LAURIE SELF, 43

Partner, Chair of trademark and copyright group
Covington & Burling

Most IP lawyers fight piracy and counterfeiting one case at a time. But Laurie Self specializes in “addressing the problem in a global way,” as she puts it. The chair of Covington & Burling’s trademark and copyright group has traveled the world, defending and advancing IP philosophy, and spearheading antipiracy and anticounterfeiting education, legislation, and enforcement campaigns from Latin America to China.

One reason for the University of Virginia Law School grad’s success is the marriage of strategy and tactics. “Laurie can get the big picture and keep focused on that even while she’s got command of the details,” says Bill Wichterman, vice chair of Covington & Burling’s legislative practice group, who works alongside Self in lobbying matters.

Self’s campaign for Western-style IP law tends to use big carrots rather than big sticks. Perhaps the approach is a remnant of her Duke undergrad degree in economics, but she knows that threats aren’t enough. If you want to make a “meaningful dent” in piracy rates in nations that historically haven’t respected IP rights, Self says, you have to appeal to their own self-interest.

Self spent the early 1990s in London, working for clients Microsoft and the Business Software Alliance. She made inching progress throughout Europe, as well as the former Soviet Union, often in the face of corruption and flagrant piracy, by emphasizing lobbying, legal reform, and public relations.

Not that she doesn’t sometimes see the value of a big stick. For example, she helped put teeth into IP rights in Italy and Spain by soliciting the cooperation of fiscal authorities to treat the counterfeiting of software as a tax evasion issue, making her fight theirs as well. Piracy rates dropped significantly.

The software group soon asked Self to try to repeat her success in Latin America, where she says that legal norms tend to be less reliable, political upheaval is common, and IP rights draw less respect than in Europe.

Nevertheless, she worked to help establish stronger IP laws and enforcement in more than ten Latin American markets.

Self likes the surgical PR strike. In Central America, she commissioned studies to show how many jobs are lost to piracy to persuade local officials that protecting IP was important. She also counseled police in many countries how to bust software pirates. “We built a case and presented it to them with a bow and said, ‘Here, it’s ready to go,’ ” Self says. She has sometimes gone on raids herself to ensure that local officials weren’t taking bribes.

Looking for bigger solutions, Self helped create and now leads her firm’s sophisticated Internet monitoring and enforcement team, which has thwarted tens of thousands of instances of Internet piracy. Lately, she has been heavily involved in battling drug counterfeiting in China, India, and elsewhere on behalf of the U.S. pharmaceutical industry.

“She has a very deep understanding of counterfeiting issues, which has been extremely valuable to us in shaping our own anticounterfeiting efforts,” says Richard Kjeldgaard, associate vice president for IP of the international division of the Pharmaceutical Research Manufacturers Association, in Washington, D.C. Last year, the World Health Organization appointed Self to a panel of experts developing model legal principles for governments to use in combating the spread of counterfeit drugs.

When Self works on the problems of individual corporate clients, she also gets results. In 2002 she spearheaded Microsoft’s successful lobbying effort for a U.S. law that prevented pirates from legally purchasing certificates of software authenticity and slapping them on counterfeit software. Immediately afterward, there was a big drop in sales of counterfeit Microsoft products in the United States, according to Annmarie Levins, associate general counsel for the company.

—Dale D. Buss