KILPATRICK TOWNSEND

MEDIA REPORT

Media Report March 11- 17, 2011

11 March 2011

The Licensing Journal:
February 2011: "Current Developments and Best Practices in Trademark Licensing (Part 1)," Part 1 of a two part article by **Marc Lieberstein, Stephen Feingold, Christine James**, and **Paul Rosenblatt** re: global trademark licensing.

San Francisco Daily Journal:
February 9: **Kilpatrick Townsend's** San Francisco office ranked in annual law firm listing of top California law firms.

Franchise Update:
Issue 1, 2011: "Franchise Relationship Regulation: Can Federal Preemption Cure Today's Inefficiencies?," Article by **Rupert Barkoff** re: franchise relationship regulation.

Managing IP Magazine:
March 2011: News brief re: the opening of the firm's Taipei office.

Law 360:
March 10: "MedAssets Seeks Discovery Sanctions In Insurance Row," **Kilpatrick Townsend** referenced as counsel to MedAssets.

The Asian Lawyer:
March 11: "Ex-Howrey Partner Heads to Hong Kong for K&L Gates," Article references the opening of the firm's Taipei office and the addition of **Glenn Rhodes** as the office managing partner.

World Trademark Review:
March 11: "Ninth Circuit revives and expands aesthetic functionality doctrine," Article by **Ted Davis** re: the doctrine of aesthetic functionality, which focuses on a trademark's appeal to consumers.

Law 360:
March 11: "ITC Says Importers Infringed Chrysler Jeep Patent," **Kilpatrick Townsend** referenced as counsel to Chrysler.

Law 360:
March 14: "Atwater Aims To Drop Motorola From Network IP Suit," **Kilpatrick Townsend** referenced as counsel to Motorola.

Forbes, Daily Report Blog, Atlanta Journal-Constitution, Denver Business Journal, Law Week Colorado, Dbusiness News (Atlanta, New York, Washington, DC, San Francisco, Seattle, San Jose, and Denver), and CityBizList (Atlanta, New York, and Washington, DC):
March 16 – 18: Media visibility re: **Kilpatrick Townsend's** support of relief efforts for the people of Japan affected by the earthquake and tsunami. The firm will match up to $50,000 in contributions from staff and attorneys to designated relief organizations for an overall goal of $100,00.