

## LITIGATOR OF THE WEEK

### **William Price of Quinn Emanuel**

January 16, 2009

In the marketplace of trial lawyers, William Price of Quinn Emanuel Urquhart Oliver & Hedges doesn't have the brand identity of, say, a John Kecker or a David Boies. But he has quietly and quickly developed a record that rivals those of the best in the business. Price's latest victory came a week ago in Delaware federal court, where he represented Micron Technology in an IP bench trial against Rambus, the litigious high-speed memory chip designer. Last Friday, federal district court judge Sue Robinson ruled that Rambus could not enforce its patents against Micron, citing Rambus's destruction of documents that might have been evidence in the case. The consequences of Micron's victory were immediately apparent: Rambus's stock price fell 39 percent after Judge Robinson's ruling was announced.

Price also served as cocounsel with his partner John Quinn in the Bratz case we've been closely covering all year. Quinn Emanuel, you'll recall, represented Mattel, which claimed that the designer of MGA Entertainment's popular Bratz doll was still under contract with Mattel when he sold it to MGA. After a jury awarded Mattel \$100 million in damages, Riverside, Calif., federal district court judge Stephen Larson issued an injunction that will eventually put an end to the production of Bratz dolls. (Judge Larson recently ruled that MGA can continue to sell the dolls through 2009.) During the Bratz trial, Price handled some of the key witnesses, including Bratz designer Carter Bryant and MGA CEO Isaac Larian.

Price's other greatest hits include a \$128 million jury verdict in 2005 in a patent infringement suit against Boston Communication Group and a \$290 million jury verdict in 2003 against Bertelsmann in a breach of contract case. Despite his impressive wins, Price is still a relative unknown, which may have something to do with his success. Price told us Thursday that being seen as a salesman can hurt your credibility with jurors. By contrast, he said, when you're facing a bombastic lawyer, "you can find great opportunities to use that against him."

In the five-day Rambus trial, Price told us, most of the witnesses were from Rambus, since their conduct was at issue. That offered Price his favorite kind of challenge: "How do I get them to tell my story or to look dishonest telling their story? That's what I love to do." And apparently, he's pretty good at it, too.