R. Cameron Garrison

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PRACTICE AREAS

Intellectual Property

Copyrights

Intellectual Property Diligence

Intellectual Property Litigation

Licensing, Technology Transfer & Commercialization

Patents

Trademarks

Inter Partes Review

INDUSTRIES

Agribusiness & Food

Life Sciences

Media & Entertainment

COURT MEMBERSHIPS

- Kansas
- Missouri
- United States Supreme Court

Cameron Garrison leads Lathrop GPM as its Managing Partner and chairs the firm's Executive Committee, the group of attorneys that works with the Managing Partner to develop and guide the strategic direction of the firm. Before being elected to this position, Cameron served in several other leadership roles at the former Lathrop Gage LLP, including as a member of the Executive Committee and as Assistant Chair of the Intellectual Property Division.

As Managing Partner, Cameron is focused on developing and driving new and innovative approaches to client service and value that further Lathrop GPM's commitment to exceeding clients' expectations.

In practice, Cameron is an intellectual property litigator who represents consumer product manufacturers, retail chains, marketing and media clients, engineering firms, life sciences companies, and others across the country. He has significant experience in high-stakes patent, trademark, false advertising, copyright and trade secret litigations, as well as in post-grant review proceedings including *inter partes* reviews.

Representative Litigation Matters

- First-chaired two-week false advertising jury trial resulting in eight-figure verdict in favor of our client and defense verdict in favor of our client on all counterclaims.
- First-chaired successful defense of major infant and toddler product manufacturer against claims of false advertising and unfair competition, resulting in denial of motions for temporary restraining order and preliminary injunction; rulings affirmed by Ninth Circuit. *Munchkin, Inc. v. Playtex Products, LLC*, 2001 WL 2174383 (C.D. Cal. 2011); *Munchkin, Inc. v. Playtex Products, LLC*, 455 Fed. Appx.

- U.S. Court of Appeals for the Eighth Circuit
- U.S. Court of Appeals for the Ninth Circuit
- U.S. Court of Appeals for the Federal Circuit
- U.S. District Court for the District of Kansas
- U.S. District Court for the Western District of Missouri

EDUCATION

Washington and Lee University School of Law, J.D., 2002

University of Virginia, B.A., Government; B.A., History, 1996

748 (9th Cir. 2011).

- First-chaired successful defense of major infant and toddler product manufacturer against claims of trademark infringement and dilution, false advertising, and unfair competition related to the client's best-selling product, resulting in exclusion of prominent survey expert, extremely favorable summary judgment ruling and ultimate voluntary dismissal of all claims against the client.
- First-chaired representation of competitively injured false marking plaintiff that resulted in seven-figure settlement in favor of our client in one of the few cases of its kind after the passage of false marking revisions in the America Invents Act.
- First-chaired successful prosecution of patent infringement claims that resulted in exclusion of all invalidity defenses, defendant's stipulation of infringement and extremely favorable settlement.
- First-chaired successful defense of online service provider against claims of infringement of source-code copyright in a "bet-the-company" litigation.
- First-chaired successful prosecution of claims under the Defend Trade Secret Act that resulted in a Consent Judgment in our client's favor.
- First-chaired successful defense of home builder against claims of architectural copyright infringement resulting in significant discovery rulings in favor of our client and settlement on extremely favorable terms.
- Led successful prosecution of trademark infringement and dilution claims in dispute over rights to 14 federal trademark registrations, resulting in temporary restraining order, preliminary injunction and permanent injunction against defendant and recovery of all rights asserted by our client.
- Second-chaired successful defense of complex patent, trademark, unfair competition and antitrust case, including a "bet-the-company" injunction proceeding, in the U.S. District Court for the Middle District of Florida.
- Second-chaired successful defense of potential nine-figure patent case in the U.S. District Court for the District of New Hampshire against a prominent national IP firm resulting in multiple favorable Markman rulings and ultimately summary judgment on all claims.
- Led successful declaratory judgment action resulting in opposing party, whose federally registered trademark has been in use for over 80 years, agreeing to a Co-existence Agreement that allowed our client to continue use of its eight-year-old mark.

Cameron also counsels a wide range of manufacturing, entertainment, Internet, marketing and media clients on diverse matters such as development and valuation of intellectual property portfolios, licensing of intellectual property, resolution of domain name disputes, trademark and copyright prosecution, risk management, noninfringement opinions, and technological and operational issues.

Representative Business Counseling

- Served as outside general counsel to Silicon Beach-based media-technology company, including directing development of patent, trademark and copyright portfolio and leading sale of the company and its revolutionary content recommendation engine to Hulu.
- Primary intellectual property counsel to two major healthcare technology companies, including directing development of patent and trademark portfolio.
- Directed management of large, international trademark portfolios for several international corporations.

Presentations

- Speaker, *Corporate Counsel's 7th Annual IP Trademark, Copyright & Licensing Forum: Strategies for Safeguarding Your Brand in the Digital Era*, The University Club, New York, NY, November 3, 2015
- Speaker, *Structuring your "All Natural," "Gluten-Free," "Organic" and "Grass-Fed" Marketing and Advertising Campaigns to Mitigate Litigation and Enforcement*, ACI 3rd Annual Advanced Regulatory and Compliance Summit on Food & Beverage Marketing and Advertising, July 17, 2013
- Speaker, *Developments and Considerations in False Advertising Claims*, National Law Journal Complex Litigation Series, November 2012
- Speaker, *IP Resources for Non-IP Attorneys*, May 2010
- Speaker, *Lathrop Gage State of Litigation Seminar*, May 2010
- Speaker, *Intellectual Property in Film*, University of Southern California Graduate School of Cinematic Arts, February 25, 2009
- Speaker, *Valuing and Defending Your IP Portfolio*, Lathrop Gage Webinar, January 21, 2009
- Speaker, *Protecting Your Internet Assets and Enforcing Your Rights Online*, Lathrop Gage Webinar, January 14, 2009

- Speaker, *Protecting Your Trademarks and Enforcing Your Intellectual Property*, Lathrop Gage Brunch and Learn, November 14, 2008

Publications

- Author, "Good Internal Policies Are Best Safeguard to Protect Firm from Online Privacy Liability," *Boulder County Business Report*, July 22, 2004
- Author, "Web Site Privacy Policies Must Give Users Notice, Choice, Access, Security," *Kansas City Business Journal*, March 11, 2004
- Author, *Legal Issues Relating to Internet Security and Privacy*, National Business Institute Seminar - Technology Law: An Advanced Approach, December 2003

Client Alerts And Blog Posts

- Significant Changes to Kansas Workers' Compensation Law
  May 12, 2011

In The News

- Law.com Features Lathrop GPM Managing Partner Cameron Garrison and Denver Partner-in-Charge Patrick McRorie on Office Growth with Lateral Hires
  February 22, 2024
- World IP Review Features Lathrop GPM's Addition of Eight-Strong Tech Team to Intellectual Property Practice
  February 8, 2024
- Kansas City Business Journal Features Managing Partner Cameron Garrison on Firm's Mansfield Certification
  October 19, 2023
- Australaisan Lawyer Quotes Managing Partner Cameron Garrison on Alternative Paths to Partnership
  June 7, 2023
- Law.com Quotes Managing Partner Cameron Garrison on Flexibility of Pathway to Partnership
  April 28, 2023
- Attorney At Law Magazine Quotes Managing Partner Cameron Garrison As Firm is Recognized as 2022 Top Performer and Compass Award Winner by Leadership Council for Legal Diversity
  November 8, 2022

- ALM Quotes Managing Partner Cameron Garrison On The Ways Midsize Law Firms Are Keeping Talent
  September 6, 2022
- Minneapolis/St. Paul Business Journal Interviews Cameron Garrison and Mike Sullivan on Returning to the Office
  July 21, 2021
- Kansas City Business Journal Quotes Cameron Garrison on One Year Anniversary of Lathrop GPM
  February 9, 2021
- Law360 Quotes Cameron Garrison on Law Firms Adapting to a New Presidency
  January 19, 2021
- Four Lathrop GPM Attorneys Honored with Missouri Lawyers Awards 2020
  January 23, 2020
- Cameron Garrison Quoted in Kansas City Business Journal on Record-Breaking Year for Law Firm Mergers
  January 15, 2020
- Cameron Garrison Talks to the Kansas City Business Journal About the Launch of Lathrop GPM
  January 10, 2020
- Proposed Patent Law Rules Could Make Kansas More Attractive For Patent Enforcement
  November 22, 2016
- Law360: Lathrop Gage Successfully Defends Client in Supreme Court Design Patent Ruling
  November 4, 2015
- Digital Journal: Milestone Munchkin Case Earns National Recognition
  April 17, 2015
- Law360: Lathrop Gage's IPR Team Continues Success for its Client, Munchkin Inc.
  April 14, 2015
- Kansas City Business Journal: Cameron Garrison on the Future of the Legal Industry
  December 29, 2014
- The Kansas City Business Journal Names Cameron Garrison Among its NextGen Leaders List
  May 9, 2013

- The Kansas City Business Journal: Lathrop Gage Attorneys Win a $13.5 Million Verdict from a California Jury
  July 30, 2012
- The St. Louis Business Journal: Lathrop Gage Wins $13 Million Verdict for California Client
  July 30, 2012
- Law360: Playtex Owes Rival Munchkin $13.5M In Diaper Pail Ad Suit
  July 26, 2012

News Releases

- Lathrop GPM Attorneys Named 2023 Missouri & Kansas Super Lawyers and Rising Stars
  December 11, 2023
- Eight Lathrop GPM Attorneys Named Lawyer of the Year, 89 Ranked as The Best Lawyers in America©
  August 17, 2023
- Lathrop GPM LLP Managing Partner Cameron Garrison Selected Among Missouri's Top Managing Partners
  August 14, 2023
- Lathrop GPM LLP Hosts Diverse Professionals Network Retreat
  June 21, 2023
- Lathrop GPM Attorneys Named 2022 Missouri & Kansas Super Lawyers and Rising Stars
  November 14, 2022
- Six Lathrop GPM Attorneys Named Lawyer of the Year, 95 Ranked as The Best Lawyers in America©
  August 18, 2022
- Missouri & Kansas Super Lawyers Recognizes 30 Lathrop GPM Attorneys
  November 16, 2021
- Seven Lathrop GPM Attorneys Named Lawyer of the Year, 100 Ranked as The Best Lawyers in America©
  August 19, 2021
- Missouri & Kansas Super Lawyers Recognizes 34 Lathrop GPM Attorneys
  November 16, 2020
- Lathrop GPM Attorneys Named to The Best Lawyers in America©, Lawyer of the Year, and Ones to Watch for 2021
  August 20, 2020

- Lathrop GPM Earns High Marks on 2020 Corporate Equality Index
  January 28, 2020
- Missouri & Kansas Super Lawyers Recognizes 42 Lathrop Gage Attorneys
  November 13, 2019
- Best Lawyers in America 2020 Names 72 Lathrop Gage Attorneys; 13 Lawyers of the Year
  August 15, 2019
- Lathrop Gage Recognized as a Leading Law Firm by Chambers USA
  May 3, 2019
- Best Lawyers in America Recognizes 70 Lathrop Gage Attorneys
  August 15, 2018
- Lathrop Gage Announces 2018 Executive Committee Members
  July 23, 2018
- Lathrop Gage Recognized as a Leading Law Firm by Chambers USA
  May 3, 2018
- Super Lawyers Recognizes 57 Attorneys from Lathrop Gage in Missouri and Kansas
  November 9, 2017
- Lathrop Gage Elects Cameron Garrison as Next Managing Partner
  October 23, 2017
- Best Lawyers in America Recognizes 78 Lathrop Gage Attorneys
  August 15, 2017
- Lathrop Gage Recognized as a Leading Law Firm by Chambers USA
  June 8, 2017
- Best Lawyers in America Recognizes 78 Lathrop Gage Attorneys
  August 16, 2016
- Cameron Garrison Recognized By Corporate Counsel with Client Choice Award
  March 19, 2015
- Lathrop Gage Elects Three to Executive Committee, Appoints New Division Leaders
  March 12, 2015
- Lathrop Gage Invalidates Patent in Milestone Case
  April 22, 2014

- Super Lawyers Recognizes 71 Lathrop Gage Attorneys
  October 14, 2013
- 75 Lathrop Gage Attorneys Named Missouri & Kansas Super Lawyers
  October 15, 2012
- Lathrop Gage Wins $13.492 Million Jury Verdict for Munchkin Inc.
  July 26, 2012
- 54 Lathrop Gage Attorneys Named Missouri & Kansas Super Lawyers
  November 1, 2011
- 62 Lathrop Gage Attorneys Recognized by Super Lawyers Magazine
  October 13, 2010
- Does the First Amendment Cover Online Impostors? David Barnard, Cameron Garrison Offer Potential Panel at South by Southwest Interactive Festival
  August 18, 2010
- Lathrop Gage Promotes Seven Attorneys to Partner Status
  December 14, 2009
- Lathrop Gage Hosts Santa Snow Ball for LAKC
  November 26, 2008

Professional Affiliations

- The Missouri Bar
- Kansas Bar Association
- American Bar Association
- Kansas City Metropolitan Bar Association
- Missouri Biotechnology Association, Board Member, 2014 - 2019
- Lawyers Association of Kansas City, Young Lawyers Section, Board of Directors, 2006-2010

Community Involvement

- Mockingbird Foundation, Board of Directors, 2023-present
- University of Missouri - Kansas City, Board of Trustees, 2021-present
  - Executive Committee, 2022-present
- The Civic Council of Greater Kansas City, Member, 2018-present

- Phoenix Family, Board of Directors, 2017-present
- Saint Luke's Hospital, The Children's SPOT, Board of Directors, 2010-2015
- Kansas City Young Audiences, Board of Directors, 2004-2008
- Washington & Lee Alumni Association - Kansas City Chapter, Board of Directors, 2003-2006
- Civic Council of Greater Kansas City - Graduate, Kansas City Tomorrow, Class XXXIII

Honors

- *Missouri Lawyers Media*, "Top Managing Partners," 2023
  - "Law Firm Leaders," 2020
- Named to *Ingram's* "250 Most Powerful Business Leaders," 2019, 2020, 2023
- Selected among *The Best Lawyers in America*®, 2017-2024
  - Litigation - Intellectual Property "Lawyer of the Year," 2020-2021
- *Chambers USA: America's Leading Lawyers for Business*, Missouri Intellectual Property, 2017-2019, 2022, Recognized Practitioner
- *Missouri & Kansas Super Lawyers,* 2013-2023
  - *"*Rising Stars," 2009-2012
- *Client Choice*™ Award, Intellectual Property: Copyright, 2015
- *Kansas City Business Journal*, NextGen Leaders, 2013
- *KC Business,* "Rising Star," 2013
- *Ingram's* Magazine, *"*40 Under 40," 2012