

Larry R. Laycock

Shareholder

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801.426.2100

Practice Areas

Alternative Dispute Resolution
Intellectual Property
Intellectual Property Litigation
Litigation

Languages

Italian
Spanish

Clients and colleagues alike recognize Larry Laycock for his extraordinary range of experience and his effective advocacy in complex litigation and intellectual property (IP) disputes. His litigation practice encompasses patent, trademark, copyright, trade dress, trade secrets, false advertising, unfair competition, and related complex litigation.

Larry is known for his thoughtful, thorough approach and helping clients think ahead to prepare for any situation that may arise as they protect and enforce their IP. According to IAM Patent 1000, "Litigation parties in need of no-nonsense, business-oriented representation can call on Larry Laycock with complete confidence." Chambers USA described him as "the best patent trial lawyer in the city," and his clients go on to say he "stands out as a powerful advocate who achieves success – on time and within budget."

Larry's practice focuses on a broad range of complex, business and IP litigation, and he has litigated cases involving patents, trademarks, copyrights, trade dress, trade secrets, false advertising, unfair competition. He also has a wealth of experience in addressing transactional matters, including licensing, contracts, IP portfolio management, opinion preparation for IP matters, and strategic planning for implementation of IP enforcement and related monetization. Larry's representation of clients covers a wide range of technologies, including pharmaceutical, chemical, biotechnology and life sciences, laboratory testing, electronic data storage, satellite transmission technology, medical devices, nutritional supplements, exercise equipment, blow-molded plastic products, and thin film deposition, among many others.

Experience

- Confidential client: represented client in copyright licensing and contractual dispute involving Fortune 100 company.
- Confidential client: represented client in expansion of patent and trademark portfolio from a single patent and one trademark to more than 100 US and international patents and more than 30 trademarks registered in the US and throughout the world.
- Confidential client: represented client in trademark licensing negotiations with the NCAA and the Collegiate Licensing Company.
- Confidential client: represented client in over 700 successful utility and design patent enforcement matters; recovering damages for patent infringement and obtaining permanent injunctions to prevent future infringement.

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Experience Continued

- Confidential client: represented client in trademark enforcement campaign involving over 250 successful trademark enforcement matters; recovering damages for trademark infringement and obtaining permanent injunctions to prevent future infringement.
- KT Health, LLC: represented client in enforcement of trade dress rights and negotiating favorable settlement, which included modification of competitor packaging.
- KT Health, LLC: Successfully defended client in federal court against class action claim for false advertising.
- Sundesa, LLC: represented client in patent infringement lawsuit and obtained consent judgment of patent infringement and order for permanent injunction.
- Sundesa, LLC: represented client in federal court with respect to enforcement of claims of patent infringement, trademark infringement, unfair competition, and false marking and obtained order for permanent injunction.
- Lumos, Inc.: represented client in federal court and obtained summary judgment on claims of copyright infringement.
- ICON Health & Fitness: represented client in federal court against claims for patent infringement and negotiated favorable settlement after successful defense.
- Confidential client: represented client before the United States Supreme and obtained 9-0 decision affirming Tenth Circuit Court of Appeals matter involving trademark rights.
- Finisar v. DirecTV: obtained nine-figure judgment after jury verdict finding willful patent infringement on behalf of client.
- The Clorox Company: defended judgment in favor of client in patent infringement case and summary affirmance before the United States Court of Appeals for the Federal Circuit.
- The Clorox Company: negotiated dismissal of patent infringement claims after successful litigation.
- The Clorox Company: negotiated dismissal of trade secret misappropriation claims after successful litigation.
- Lifetime Products: negotiated settlement agreement on behalf of plaintiff in patent infringement case after successful litigation.
- Lifetime Products: negotiated settlement for client in patent infringement case after obtaining preliminary injunction.
- Lifetime Products: obtained favorable decision enforcing a domain name claim.
- Jumpking, Inc: obtained defense jury verdict favorable to client in defense of patent infringement claims, avoiding damages in nine-figure claim and injunctive relief.
- Free Motion Fitness Inc.: negotiated favorable settlement after affirmance of client's claim construction position at the United States Court of Appeals for the Federal Circuit.

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Experience Continued

- ICON Health & Fitness, Inc: obtained favorable settlement for defendant during jury trial after successful cross-examination of plaintiff's witnesses.
- ICON Health & Fitness, Inc.: obtained favorable settlement for client in patent infringement case after successful litigation, including defeating motions to dismiss and obtaining favorable claim construction at a Markman hearing.
- ICON Health & Fitness, Inc.: obtained multimillion-dollar jury verdict in favor of client in false advertising and false patent marking case.
- Baxter Healthcare Corp.: obtained Federal Circuit Court of Appeals reversal of non-infringement finding and affirmance of no inequitable conduct.
- EMC Corp.: obtained ruling on summary judgment against invalidity.

Education

Brigham Young University J. Reuben Clark Law School, JD, *cum laude*, 1986
Brigham Young University, BA, 1983

Admissions & Affiliations

Bar Admissions: Utah
U.S. Court of Appeals for the Second Circuit
U.S. Court of Appeals for the Fifth Circuit
U.S. Court of Appeals for the Tenth Circuit
U.S. Court of Appeals for the Federal Circuit
U.S. District Court for the Central District of California
U.S. District Court for the District of Arizona
U.S. District Court for the District of Colorado
U.S. District Court for the District of Delaware
U.S. District Court for the District of Idaho
U.S. District Court for the District of Massachusetts
U.S. District Court for the District of Minnesota
U.S. District Court for the District of Nevada
U.S. District Court for the District of New Hampshire
U.S. District Court for the District of New Mexico
U.S. District Court for the District of Oregon
U.S. District Court for the District of Pennsylvania
U.S. District Court for the District of Utah
U.S. District Court for the District of Washington
U.S. District Court for the District of Wyoming
U.S. District Court for the Eastern District of Arkansas

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Admissions & Affiliations Continued

Bar Admissions: U.S. District Court for the Eastern District of California
U.S. District Court for the Eastern District of Missouri
U.S. District Court for the Eastern District of Texas
U.S. District Court for the Middle District of Florida
U.S. District Court for the Northern District of California
U.S. District Court for the Northern District of Illinois
U.S. District Court for the Northern District of Ohio
U.S. District Court for the Northern District of Texas
U.S. District Court for the Southern District of California
U.S. District Court for the Southern District of Texas
U.S. District Court for the Western District of Washington
U.S. District Court for the Western District of Wisconsin
U.S. Supreme Court

Affiliations:

Larry has extensive experience as lead counsel in all stages of trial and appellate practice, having successfully represented his client's interests in state and federal courts throughout the country, the International Trade Commission, and before federal circuit courts of appeal and before the United States Supreme Court. Larry is also certified through the Harvard Law School Negotiation Institute as a dispute mediator and legal negotiator.

In addition to protecting his client's IP, Larry also enjoys innovating himself, and has obtained seven patents related to his inventions. Because of his experience as an inventor, Larry knows firsthand what is important to patent owners and uses that knowledge to better protect his clients' interests.

Fellow, Litigation Counsel of America
Charter Member, American Inn of Courts
Member, Order of the Barristers
Member, American Intellectual Property Law Association (AIPLA)
Member, International Bar Association
Member, American Bar Association
Member, David K. Winder IP Inn of Court
Member, World Intellectual Property Organization (WIPO)
Member, International Trademark Association

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Admissions & Affiliations Continued

Affiliations: Former Board Member, Make-A-Wish Foundation
Adjunct Professor, Patent Law and Intellectual Property Law, BYU Law School

Honors & Awards

- Martindale Hubbell, AV Preeminent
- Chambers USA Band 1: Intellectual Property (2007-present)
- IAM Patent 1000 (2016-present)
- Finance Monthly Magazine's Legal Awards 2019: International Law Lawyer of the Year – USA
- Best Lawyers®: Litigation – Intellectual Property (2018-2027), Litigation – Patent (2021-2027), Patent Law (2016-2027)
- Martindale Hubble, AV Rated – Preeminent 2007 – Present: Intellectual Property Litigation
- ABA Journal's Lawyers of Distinction
- The American Lawyer and Corporate Counsel Magazine's Legal Leaders in Intellectual Property Law
- Litigation Counsel of America LCA
- Mountain States Super Lawyers – Intellectual Property Law (2007-present)
- Utah Business Magazine's Legal Elite Intellectual Property Law (2007-present)
- America's Top 100 High Stakes Litigators
- American College of Trial Lawyers, Justice Lewis F. Powell Jr.: Medal for Excellence in Advocacy
- H. Christensen Memorial Advocacy: Award for Excellence in Advocacy