



Larry C. Russ

 Los Angeles

 lruss@raklaw.com

 310.826.7474

PRACTICE AREAS

Trademark, Copyright & Unfair Competition Litigation

Media & Entertainment

Real Estate Transactions & Litigations

Mergers & Acquisitions/Private Equity

Plaintiff's Patent Infringement Litigation

Apparel & Fashion

Larry Russ is a founding partner and oversees several departments, mergers and acquisitions/corporate and trademark, copyright & unfair competition litigation.

As an active trial attorney, Mr. Russ has focused on trademark, copyright, patent, business torts, trade regulation and advertising law and complex litigation. Mr. Russ has also worked extensively on antitrust and unfair competition matters.

Directly after being admitted to the California Bar in 1978, Mr. Russ launched his career by successfully challenging Levi-Strauss & Co's resale price maintenance program related to men's jeanswear in *Levi Strauss & Co. v. Federated Pants, et al.*, 1979-2 Trade Cases #62,727 (C.D. Cal. 1979). In 1981, as co-lead trial counsel, Mr. Russ achieved a multi-million dollar jury verdict in one of the first private Section 7 Clayton Act cases that directed Pillsbury Flour Co. to divest itself of Wilton, Inc., a dominant cake decorating equipment specialty firm.

Throughout his career, Mr. Russ has successfully represented clients in the direct marketing industry and the apparel industry. Mr. Russ also has extensive experience representing clients in the home entertainment, technology and communications sectors, including video game hardware manufacturers, computer software developers, electronic toy makers and wireless communications companies.

In 1985, Mr. Russ obtained the highest Superior Court sanctions award in California history in connection with his representation of plaintiffs in a complex Malibu real estate fraud matter in which the trial judge delivered a

EDUCATION

University of California, Hastings School of Law (JD, 1978)

University of California, Berkeley (BA, 1975)

ADMITTED

State Bar of California (1978)

U.S. Supreme Court (1989)

Ninth Circuit Court of Appeals (1978)

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seven-figure verdict and awarded punitive damages.

In 2002, Mr. Russ negotiated a highly publicized settlement on behalf of Yodeler Wylie Gustafson against Yahoo. Gustafson, who had recorded a single yodel for a Yahoo radio commercial, filed a copyright infringement lawsuit against Yahoo after the company began using Gustafson's distinctive and unique yodel as the company's audible signature on a myriad of company products and releases.

Mr. Russ represented the prevailing parties in several major apparel cases. In 2010, Mr. Russ successfully defended Forever 21 in a copyright and trade dress infringement action filed by Express. Mr. Russ obtained Summary Judgment in Forever 21's favor, as well as an award of attorney fees. In 2016, Mr. Russ was lead Class counsel in Perkins, et al, v LinkedIn, a privacy class action challenging LinkedIn's ubiquitous ad-connection emails. The Class was approved and LinkedIn agreed to modify its practices and pay the Class \$13,000,000+.

More recently, Mr. Russ has been re-focusing his attention on consulting with established and emerging companies in connection with e-commerce, financing, expansion, mergers and acquisitions, initial public offerings, strategic alliances and intellectual property issues. Along with the new chair of the Mergers & Acquisition Department, Christine Shin, Mr. Russ is tasked with the mission of building a pre-eminent M&A team rivaling the talent and depth of knowledge of big law M&A departments.

In addition to his law practice, Mr. Russ is the past President and a member of the Board of Directors of the Jewish National Fund Los Angeles zone. Mr. Russ is also involved as a principal of several well-known Los Angeles apparel companies including world renowned retailer, American Rag Cie. In 2014, Mr. Russ/ American Rag Cie was selected as a finalist by the *Los Angeles Business Journal* at the prestigious Southern California Apparel Awards, and *WeAr Magazine*, a world-renowned international magazine focusing on the apparel industry, announced that American Rag Cie was voted as the best retail denim store in the world.

Mr. Russ is also active in helping emerging and troubled companies raise funds. For a number of years, Mr. Russ served as an associate editor of the Association of Business Trial Lawyers quarterly publication. He is an active

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member of the Los Angeles County Bar Association, Litigation, Antitrust and Intellectual Property Law Sections as well as an active member of the American Bar Association Antitrust and Intellectual Property Law Sections.

Mr. Russ was recognized as a Super Lawyer by the Publishers of *Los Angeles Magazine* from 2008-2024. From 2013-2024, Mr. Russ was recognized as a Southern California Top 100 Super Lawyer. Mr. Russ was also recognized among The Best Lawyers In America list for Patent Litigation from 2012-2025. In 2024, he was named a “Legal Visionary” in the LA Times B2B’s Business of Law: Updates, Trends, & Visionaries Magazine. Mr. Russ was selected to *The American Lawyer’s* Top Rated IP Lawyers list in 2015.

