

THE NATIONAL LAW JOURNAL

INTELLECTUAL PROPERTY

2014 TRAILBLAZERS & PIONEERS

MATTHEW JOHN MOORE

LATHAM & WATKINS LLP

PIONEER SPIRIT Matt Moore was a lacrosse player at Syracuse University, where he won three national championships and earned a degree in electrical engineering. After a stint as manager of software development at General Electric, he went back to law school and became an IP lawyer. "I'm a competitive guy; IP litigation provides me with the thrill of competition. Connecting with a jury or nailing an oral argument is like scoring a winning goal."



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TRAILS BLAZED Moore was the first to use Section 101 of the U.S. Patent Act to get cases dismissed. "Great trial wins are the thrill of the job, but clients are best served if you can get them out of cases early." Section 101 deals with whether patents cover patentable subject matter. He saw that some patents for abstract concepts could be thrown out as a legal issue. "I thought the judges would be interested because it would be dispositive of the entire case, and clients would be happy because a motion to dismiss is granted before discovery—with all its expense—begins." Moore has used this approach repeatedly since 2010, including in *Intellectual Ventures LLC et al. v. Capital One*, the first significant win against Intellectual Ventures.

FUTURE EXPLORATIONS Moore believes that the world economy is driven by innovation. Protecting and defending IP are increasingly important, but efficiency is required. "In the future even the top firms will have to do so more efficiently. Project management will be a top priority."

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