

Craig D. Bachman

Shareholder
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Areas of Practice

Craig Bachman has been a lawyer since 1978 representing clients in all phases of business and commercial litigation with emphasis in intellectual property, antitrust, trade regulation, insurance practices and professional malpractice.

Craig works as a trial lawyer and counsel principally focused in intellectual property (trademark, copyright, patent, moral rights, and trade secrets) and competition matters (trade regulation and antitrust). He also acts as counsel with focus in marketing, business and brand development and technology development.

Craig has taken major antitrust cases and cases in each of the four classic areas of intellectual property (patent, trademark, copyright, and trade secret) to trial, judgment and appeal, including patent appeals in the Federal Circuit. He has worked with startups and well established companies to develop and implement market strategies including, branding, pricing, distribution and IP portfolio management.

Admitted to Practice

Oregon
Washington
U.S. District Court, District of Oregon
U.S. District Court, Eastern District of Washington
U.S. District Court, Western District of Washington
Ninth Circuit Court of Appeals
Third Circuit Court of Appeals
U.S. Court of Appeals for the Federal Circuit

Academics

Lewis and Clark College Northwestern School of Law (J.D., 1978)
University of Oregon Medical School (1973-1974)
Portland State University (B.S., 1972)

Practice Group and Specialty Team Memberships

Co-chair, Intellectual Property and Technology Practice Group
Antitrust and Trade Regulation
Director and Officer Liability
Insurance
Litigation
Professional Liability
Sustainability and Climate Change
White Collar Criminal Defense, Regulatory Compliance and Special Investigations

Representative Matters and Clients

Lewis v. Chiles, et al.: Counsel for directors of Fred Meyer, Inc. in shareholders derivative suit alleging director and insider misconduct, settled after court ruled plaintiff lacked standing and denied motion for class certification.

Ahern v. Gaussion, et al.: Counsel for issuer's attorneys in suit claiming securities violations and professional malpractice.

RFD Publications v. Oregonian Publishing Co.: Counsel for defendant in suit claiming predatory pricing in violation of the Sherman Antitrust Act. Successfully concluded with verdict for defendant.

Successfully represented national brokerage firm and its employee in eleven related cases claiming securities violations.

Successfully represented bank directors against claims by the FDIC following closure of a regional bank.

Successfully represented numerous clients in patent litigation involving mechanical, electronic, aeronautic and design patent claims as well as copyright, trade secret and trade dress claims.

Successfully represented major manufacturer in connection with U.S. Department of Justice international price fixing investigation including proceedings in Europe, Canada, Japan, and Korea.

Successfully represented aluminum companies as plaintiffs in claims for price-fixing against manufacturers of cathode block.

Successfully represented numerous clients in connection with market conduct investigations on a national and state level in Washington and Oregon.

Publications

"U.S. Software: Culture Clash," *Managing Intellectual Property, Americas IP Focus*, 3d ed. 2007 (Co-Author)

"Knowing IP Ground Rules: Unlocking a Portfolio's Value," *Portland Business Journal*, April 6, 2007

ABA Section of Antitrust Law, *State Antitrust Practice and Statutes* (3d ed. 2004), Washington and Oregon chapters

"Abuse of the Dominance in Relation to Intellectual Property," Oregon State Bar, Antitrust Section, 2001

"Section One of the Sherman Act," Oregon State Bar, Antitrust Section, 1999

"Product Configuration Trade Dress, Patent and the Public Domain: A Delicate Balance," Oregon Law Institute, 1999

"Solving Antitrust Issues in Advance: Dealing with the FTC and the Department of Justice," Washington State Bar, 1991

"Per Se Issues," ABA Conference on Antitrust Issues in Health Care, Washington, D.C., 1990

“Antitrust Issues in Health Care,” (co-chairman) ABA Antitrust Section, Forum Committee on Health Law, 1988

“Antitrust and Competition in the Marketplace; Antitrust Challenges From The Practitioner,” ABA Forum Committee on Health Law, 1987

“Antitrust Aspects of Peer Review and Hospital Staff Issues,” American Bar Association Forum Committee on Health Law, 1986

“Structure of Neurotoxins of *Karwinskia Humboltiana*,” *Journal of Organic Chemistry*, 1975

“Some Transformations of 5-Thioribosyluracil and Analogs,” *Journal of Heterocyclic Chemistry*, 1975

Speaking Engagements

“What are the Legal Risks?” The Institute of Internal Auditors (“IIA”) Social Media and Risk Management Conference, November, 2009

“Patents, Trademarks, Brand Protection and Unfair Competition,” National Business Institute, Intellectual Property Law Update, 2008

“Persuasion in Negotiation,” Oregon Law Institute, Supercharge Your Negotiation Skills, 2008

“Persuading the Factfinder,” Colloquium at Willamette University Law School, 2008

“Antitrust Issues in a Patent Context,” Oregon State Bar, Antitrust and Intellectual Property Sections, 2006

ABA Section of Antitrust Law, Spring Meeting, Demonstration Trial Counsel, 2006

“Sarbanes Oxley and the Management of Intellectual Property Assets,” Law Seminars International, 2006

“Recent International Antitrust Enforcement,” Oregon State Bar, Antitrust Section, 2002

“Smokestack Antitrust in the Information Age,” Oregon State Bar, Antitrust Section, 1998

“Antitrust Laws and Fair Competition in Real Estate,” Northwest Real Estate Conference, 1997

“Insurance Issues and Business Torts,” Oregon State Bar Business Litigation Section, 1996

“Antitrust and Trade Regulation: Effect of Recent Changes on Licensing and Distribution,” 11th Annual Pacific Rim Computer Law Institute; Washington, Oregon and British Columbia Bar Associations, 1994

“Handling Expert Witnesses in Federal Court,” Oregon State Bar CLE, 1990

“Direct and Cross Examination of Economists,” Washington State Bar, 1987

“Accountant’s Negligence, Insurance Coverage Issues,” Oregon Society of Certified Public Accountants, 1985

“Racketeer Influenced and Corrupt Organizations Litigation,” Oregon Law Institute, 1985

“A Framework for Thinking About RICO,” American College of Trial Lawyers, 1984

“Antitrust Issues in Joint Research and Development Efforts,” Lewis and Clark College/Oregon State Bar, 1985

“Vertical Price Restraints,” Oregon State Bar Antitrust Section, 1983

Awards and Honors

Named one of *The Best Lawyers in America*®, 2002-2010

Named as an Oregon “Super Lawyer,” *Oregon Super Lawyers* magazine, (Intellectual Property Litigation) 2007-2009

Multnomah Bar Association Pro Bono Honor Roll, 2007

Professional and Community Activities

American Bar Association, Antitrust section

American Intellectual Property Law Association

Oregon State Bar Antitrust Section (past president)

Chairman, Japan America Society of Oregon

Director, Bicycle Transportation Alliance