



THAD CHALOEMTIARANA

AGE

39

LAW SCHOOL

HARVARD

AREA OF PRACTICE

**INTELLECTUAL PROPERTY,
INFORMATION TECHNOLOGY**

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*"Thad has delivered
winning results."*

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F O R T Y 2010

When 3Com Corporation needs help protecting its trademarks, the corporate giant often turns to Thad Chaloehtiarana for help.

Chaloehtiarana, 39, has won settlements from other companies that were using names and marks similar to 3Com — including 3COM Services, 3Com Leeds and Threecom Commodities. Chaloehtiarana's work on these cases helped 3Com protect its valuable brands.

"He keeps us up-to-date on the seemingly innumerable active trademark matters 3Com has throughout the world," says Renato M. de Luna, chief patent counsel at 3Com, which has recently merged with Hewlett-Packard. "He is always well-prepared, focused and concise."

Chaloehtiarana specializes in copyright, trademark and information technology matters at Pattishall, McAuliffe, Newbury, Hilliard & Geraldson LLP.

Since he earned his law degree cum laude in 1996 at Harvard Law School, Chaloehtiarana has emerged as one of Chicago's leading lawyers in this field, says Jeff Patton of Tabet DiVito & Rothstein LLC.

"I have seen Thad defuse contentious negotiations and help clients achieve desired results by clearly and calmly articulating positions and proposed solutions," says Patton, who has worked with Chaloehtiarana on several projects for a mutual client. "He has the very useful ability to be simultaneously firm and easy to deal with when interacting with opposing parties."

Corporate counsels who have worked with Chaloehtiarana praise his work as a litigator who has protected their interests in the courtroom. But they say that he's also skillful at avoiding lawsuits when another solution is available. Neil Hayes of Classified Ventures puts it: "What makes Thad such an effective lawyer is that he is a skilled litigator, a savvy transactional lawyer, and a sage counselor all in one."

"Consistent with his low-key personality and nature, Thad's greatest results for us are often behind the scenes," says Neil Hayes, Vice President and Chief Legal Officer at Classified Ventures, a company that uses Chaloehtiarana as an outside counsel. "One of Thad's greatest strengths is to find ways to effectively resolve disputes without litigation. But where litigation cannot be avoided, Thad has delivered winning results."

Patton echoes those comments, noting that Chaloehtiarana often advises his clients to find ways of solving a problem other than going to court. Sometimes, regulatory proceedings are the answer. "This is not to say that Thad is shy about litigation," Patton adds. "On the contrary, he is a tenacious and savvy litigator, too."

"We don't take a cookie-cutter approach to IP issues," Chaloehtiarana says of his firm's approach. "Our strategy in every situation is to use the tools necessary to get the right result for that client. Sometimes that means a quick settlement, and other times it means a new agreement. Sometimes we use litigation, arbitration or mediation to protect valuable brand assets."

Chaloehtiarana is active in the field of intellectual property law outside of his work at Pattishall. Having recently completed his tenure as Chair of the Special Committee on Trademarks and the Internet for the Intellectual Property Law Section of American Bar Association, he is now Vice-Chair for the Trademarks & Unfair Competition Division. He is also the Chair of the Chicago Bar Association's Cyber Law and Data Privacy Committee and an adjunct professor at Northwestern University Law School, teaching a course on trademarks and unfair competition.

Jonathan Hudis, who met him through his ABA activities, says Chaloehtiarana is rising in the leadership ranks of the bar group's Intellectual Property Law Section. The reason is "his committed, studious and reliable work," says Hudis, who is a partner at Oblon Spivak McClelland Maier & Neudstadt LLP.

That sort of diligence is also apparent in Chaloehtiarana's work as a litigator and transactional attorney.

"Thad is meticulous about the details, but never loses sight of the big picture," Patton says. "Thad is efficient and quick. He has a great ability to turn around high-quality work product in a short amount of time. I have seen Thad do in two hours what many lawyers could not get done in a full day."