



# Ashley N. Moore

## Office Managing Partner

### Energy, Internet, Software & Technology

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## Profile

Ashley Moore is the Dallas Office Managing Partner of Michelman & Robinson, and a member of the firm's Intellectual Property and Commercial & Business Litigation practice groups. She began trying patent and trade secret cases as a first-year associate. Since that time, Ashley has established herself among the leading IP lawyers in the United States, having been recognized as one of the "500 Leading Litigators in America" by Lawdragon, a "Leading Lawyer in Patent Litigation" by both The Legal 500 and Best Lawyers in America, and a "Top Woman in IP" by Texas Lawyer. These are just a few of Ashley's prestigious awards and rankings for professional excellence.

Over the years, Ashley has been involved in a number of consequential litigations that have shaped the patent, licensing, and trade secret practices of some of the most successful companies in the world. She has tried cases for—and against—titans of industry in the medical, cellular, Wi-Fi, oilfield,

and other high-tech sectors, resulting in verdicts for hundreds of millions for her plaintiff clients. When on the other side of the aisle, she has secured take-nothing judgments well in advance of trial. She also defends those wins at the Federal Circuit, most recently in a surgical device case against a Johnson & Johnson subsidiary.

Ashley is equally adept at the PTAB. She is tapped regularly as lead counsel in *inter partes* review proceedings to protect her clients' concurrent litigations. Her depth of knowledge with the U.S. Patent and Trademark Office stems from years as a patent agent, counseling clients on the most impactful strategies for prosecuting, acquiring, licensing, and/or divesting patent assets. For that reason, she also frequently advises start-ups on all phases of intellectual property protection, whether through patents, trade secrets, or contractual obligations.

Passionate about diversity in the workplace and especially in the courtroom, Ashley has had the pleasure and distinction of fielding diverse trial and appellate teams on her cases. She also spends countless hours mentoring, training, and advocating for women to have opportunities to showcase their skills.

### **Associated Industries**

Energy, Internet, Software & Technology

### **Associated Practices**

Commercial & Business Litigation, Intellectual Property

### **Representative Matters**

Xerox/Conduent: Representation of Xerox, Conduent, and New Jersey Transit against claims of patent infringement and theft of trade secrets in the Southern District of New York in addition to representation in the IPR context at the USPTO., RealD: Representation of RealD as plaintiff in a case involving patent, trade secret, and breach of contract claims in the Western District of Washington., SynchroCell: Representation of SynchroCell against claims of theft of trade secrets in the Northern District of Texas in a case involving PRP therapies., WiLAN: Representation of WiLAN in a patent infringement suit against Apple concerning telecommunications technologies that resulted in a \$145 million jury verdict in August 2018; representation of WiLAN resulting in an \$85 million jury verdict in a January 2020 retrial against Apple., Albritton: Representation of patent owner Dr. Albritton in a patent infringement, breach of contract, and fraud case against Johnson & Johnson subsidiary Acclarent in the Northern District of Texas. The case involved a sinuplasty surgical device and settled very favorably mid-trial., Ericsson: Representation of Ericsson in a variety of patent matters, including FRAND and essential patent assertions. In a case involving Ericsson's 802.11 SEPs, an Eastern District of Texas jury awarded over \$10 million., Nationstar Mortgage, et al: Representation of Nationstar, Xome, and Quantarium in a Northern District of California case involving alleged theft of trade secrets, computer fraud, and breach of contract. The case settled very favorably before trial., Summit 6: Representation against Facebook, Samsung, and others in a patent infringement suit in the Northern District of Texas that resulted in a favorable settlement by Facebook and a \$15 million jury verdict against Samsung., AT&T: Representation of defendant against patent plaintiff Cox Communications regarding

infringement of cable and IPTV network technology. The case settled favorably prior to claim construction., Halliburton: Representation of Halliburton in an arbitration involving downhole tool technologies that was successfully tried before a three-judge panel in Houston, Texas., True Software: Representation of defendant True Software in a patent infringement case that returned a take nothing summary judgment of invalidity in the Northern District of California., Unwired Planet: Representation of Unwired Planet in a patent infringement lawsuit filed against Google in the District of Nevada on patents covering data transmission systems and other wireless device functionality., AECOM: Representation of defendant against patent plaintiff RSA Protective Technologies regarding infringement of shallow mount barrier patent. The case was filed in the Southern District of New York and settled very favorably shortly after answering the complaint., SugarSync: Representation of defendant in multiple patent infringement cases pending in the Eastern District of Texas. The cases settled very favorably within 6 months from filing., Visto Corp: Representation of patent plaintiff against Excitor and Little Red Wagon regarding infringement of workstation synchronization technology pending in the Northern District of Texas. The case settled favorably a few weeks before trial., Red River Fiber Optic: Representation of plaintiff against Verizon, AT&T, Level 3, and Quest in cases pending in both the Northern and the Eastern Districts of Texas. The patented technology involved fiber optic transmission systems and settled favorably before trial., and LML Patent Corp. Representation of plaintiff LML against JP Morgan Chase, Wells Fargo, Wachovia, Citigroup, Citibank, HSC, Capital One, Northern Trust, Deutsche Bank, and Paypal in the Eastern District of Texas. The case involved a point-of-sale system for fund reconciliation via ACH and settled favorably shortly before trial.

## Bar & Court Admissions

- State of Texas
- Federal Circuit
- US Patent and Trademark Office
- US District Courts for the Northern, Western and Eastern Districts of Texas

## Professional Affiliations

- Member of ADAPT (Advancing Diversity Across Patent Teams)
- High-Tech High Heels (North Texas Board of Directors)
- Institute for Law and Technology (Advisory Board)
- Dallas Women Lawyers Association
- Federal Circuit Bar Association
- Dallas Society of Technology & Women

## Education

- Southern Methodist Dedman School of Law, J.D. (*cum laude*)
- Southern Methodist University, B.S. (electrical engineering with biomedical specialization)

## Award & Special Recognition

- 500 Leading Litigators in America, *Lawdragon* (2023)
- Leading Lawyer for Patent and IP Litigation, *Best Lawyers* (2019-2023)
- Super Lawyer, *Super Lawyers Magazine* (2023)
- Best Lawyers in America, *Best Lawyers* (2023)
- Women in Law-Litigation-Intellectual Property, *Best Lawyers* (2020)
- Future Star, *Benchmark Litigation* (2020-2023)
- Top Woman in IP, *Texas Lawyer* (2020)
- Leading Lawyer in Patent Litigation, *The Legal 500* (2020-2021)
- Texas Rising Star, *Super Lawyers Magazine* (2015-2022)

## Newsroom

Media Mentions - 02/20/2024 2:26pm  
Defending Oil and Gas Companies at Trial

Events - 01/18/2024 2:28pm  
Legal Eagles: Navigating the Complex World of Energy Law with Expert Insights

Media Mentions - 11/10/2023 11:09am  
Amazon To Pay \$46M in Alexa Patent Infringement Case

Media Mentions - 10/23/2023 11:44am  
Critics Call Him a Patent Troll. He Prefers Modern-Day Edison

Headlines - 09/25/2023 9:29am  
Congratulations to Our Texas & New York Super Lawyers and Rising Stars!

Headlines - 09/07/2023 12:50pm  
M&R Dallas and Houston Recognized by Texas Lawyer

Publications - 07/11/2023 3:33pm  
VLSI V. Intel Saga Points To Conflicting Patent Guidance

Media Mentions - 06/26/2023 2:19pm  
Texas, Florida Firms Navigate Pride Amid Anti-LGBTQ Laws

Headlines - 06/13/2023 11:04am  
Ashley Moore Named Best Lawyer 2023

Publications - 06/07/2023 9:46am  
Five Tips for IPR Practice Following the Federal Circuit's Decisions in Medtronic v. Teleflex

Publications - 05/02/2023 12:19pm

Taylor Swift, AI and the Copyright Conundrum

Publications - 05/01/2023 12:09pm

Blazing a Trail for Women in STEM—and the Law.

Media Mentions - 03/17/2023 11:59am

Dog Toys, Drugs Lead Supreme Court's High-Stakes IP Arguments

Media Mentions - 03/08/2023 11:45am

Invoking Yogi Berra, Gilead Ruling Requires Clear Patent Steps

Media Mentions - 03/07/2023 9:47am

File for Patent Before Publicly Displaying Tech, Attorneys Warn