

THURSDAY, MAY 20, 2021

PERSPECTIVE

## Intellectual property firm Merchant & Gould opens in LA

By Kamila Knautd

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Intellectual property law firm Merchant & Gould PC expanded its West Coast capabilities with the launch of an office in Los Angeles.

Intellectual property lawyer Scott P. Shaw joined the firm earlier this year and will serve as the office managing partner.

“My goal is aligned with the firm, and that is to grow the firm strategically in the best way to service our clients,” Shaw said in a phone interview Wednesday.

The office’s launch is part of the firm’s and managing director Christopher J. Leonard’s vision for growth and expansion to service existing clients in multiple jurisdictions, as well as attracting new clients, Shaw said.

“The opening of our Los Angeles office, coupled with Scott’s hire and niche, gives us greater talent, depth and access to new clients on the West Coast,” Leonard said in a statement. “More than ever, as we anticipate a post-COVID innovation movement with increased demand for intellectual property law, we are also increasing our impact on business and law industries from New York to Los Angeles and in between.”

Although the office is the firm’s only current West Coast office, it is not the firm’s first in California.

Merchant & Gould previously had offices in Los Angeles and Northern California. The firm’s other offices are in Atlanta, Denver, Knoxville, Minneapolis, New York and Washington, D.C.



Scott P. Shaw

Photo courtesy of Merchant & Gould

The Los Angeles location will be initially staffed by four attorneys and will operate remotely during the pandemic.

Shaw, who joined the firm from Newport Beach litigation boutique Call & Jensen, said he was drawn by the opportunity to launch and lead a new office, as well as the firm’s recognition as “one of the top intellectual property firms across the country.”

Shaw has more than 18 years of litigation experience, of which 15 were spent at Call & Jensen, and specializes in a range of industries including fashion, retail, footwear and consumer products.

“I’ve been looking to have a bigger platform for my clients,” Shaw said. “I needed to have the backing of a prestigious intellectual property firm behind me in order to give my clients

the comfort and the confidence that their litigation matters are going to be handled at the highest level. And that’s what Merchant & Gould is absolutely going to give them because I’ve seen it personally from working with them as local counsel and as co counsel.” ■

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