

PARTNER

Enoch H. Liang

San Francisco

44 Montgomery Street
41st Floor
San Francisco, CA 94104
Phone 415 293 6810

PROFILE

Enoch is an experienced IP litigator, who has litigated all facets of intellectual property disputes, including patents, copyrights, trademarks, trade dress, trade secrets, and idea theft claims.

Enoch has also successfully represented clients in business litigation, including in partnership disputes, breach of contract disputes, and consumer class actions. He has argued and won numerous appeals at the Ninth Circuit and in California state courts, as well as numerous trials or arbitrations where he served as the first chair trial lawyer.

In addition to his legal career, Enoch is a tech entrepreneur. He co-founded LegalMation, an AI-driven platform focused on streamlining repetitive litigation processes in areas such as personal injury, car accidents, and employment law.

Prior to joining BSF, Enoch co-founded a boutique IP and commercial litigation firm with offices in Los Angeles, San Francisco, and New York. He began his law career at an international law firm before spending three years practicing in Beijing, giving him cross-border experience in IP and commercial disputes.

EXPERIENCE

Enoch's experience includes:

- Recovered \$104 million in an AAA international arbitration in San Francisco against two public companies where the governing law was that of Taiwan
- Secured a complete defense verdict in a multi-jurisdictional \$30 million trademark dispute



PRACTICES

Intellectual Property
Copyright, Trademarks, and Trade Secrets
International Arbitration
Commercial Disputes
Data Privacy and Cybersecurity

EDUCATION

Columbia Law School, J.D.; Harlan Fiske Stone Scholar
Ohio State University, B.S., *summa cum laude*; honors, Biology

ADMISSIONS

Bars

California
Ohio (Inactive)

AWARDS AND ASSOCIATIONS

Client Service All-Star, BTI Consulting Group (2016)

Best Lawyers in America (since 2018)

Recommended Expert in Trademark Litigation, *World Trademark Review* (2015-2017)

Super Lawyers (since 2011, both Southern and Northern California)

- Secured a complete defense verdict in an AAA arbitration over a distributorship contract in Turkey
- Won a 12-0 jury verdict for plaintiff, including punitive damages, in a dispute over the dilution of minority shareholder's shares by majority shareholders
- Obtained summary judgment less than one week from trial in a federal court copyright and trade dress infringement action strikethrough
- Argued and won a Ninth Circuit copyright/trade dress appeal with novel issues; affirmed two weeks after oral argument
- Defended one of world's largest sporting shoes and apparel companies in a design patent case where plaintiff sought over \$60 million in damages; resulted in summary judgment for client, affirmed on appeal by the Federal Circuit

Top Rated Lawyer in Intellectual Property Law, *American Law Media and Martindale-Hubbell* (2014)

Board member, Southern California Chinese Lawyers Association (2010-2012)

Advisory Board Member, Asia Society of Southern California (2010-2011)

Member, Association of Business Trial Lawyers

LANGUAGES

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Chinese (Mandarin)

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