

## KENNEDY K. LUVAI

*Shareholder*

### BIOGRAPHY

Kennedy Luvai is a registered patent attorney at Parsons Behle & Latimer who concentrates his practice primarily on intellectual property litigation and related matters. In his litigation practice, Mr. Luvai draws upon his extensive experience representing local, regional, and national clients in actions involving copyrights, trademark and trade dress, patents, and right of publicity.

In addition to his litigation practice, Mr. Luvai also counsels, advises, and assists clients on a broad range of strategic legal and business matters related to patents, copyrights, trademarks, trade secrets, and right of publicity. His technical background in computer science provides him with skills and perspective that allows him to tailor solutions to the complex legal problems that his clients face, especially in patent and copyright litigation matters involving computer software.

Mr. Luvai is licensed to practice in Idaho, Utah, Oregon and Washington as well as before the United States Patent and Trademark Office. In addition, Mr. Luvai is an active member of several professional organizations including the National Bar Association (NBA), where he served as the chair of the intellectual property law section for the bar year 2014-2015.

Mr. Luvai has been recognized as a "Rising Star" in the intellectual property litigation category by the Mountain States Super Lawyers & Rising Stars in 2014 and 2015, was named to the Lawyers of Color's Second Annual Hot List in 2014, was a recipient of an "Accomplished Under 40" award from the Idaho Business Review in 2015, and was a recipient of a "40 Under 40: Best Advocate Award" from the NBA in 2015.

### ACCOMPLISHMENTS

#### Academic

University of Oregon (J.D., 2006)

#### Honors:

Graduate Research Award, Center on Diversity & Community (2005 - 2006)

Dean's Scholarship (2003 - 2006)



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### PRACTICE AREAS

Intellectual Property  
Intellectual Property Litigation  
Litigation, Trials & Appeals  
Copyright Litigation  
Trademark Litigation  
Patent Litigation  
Trade Secret Litigation

### LICENSED/ADMITTED

Idaho

Utah

Oregon

Washington

U.S. Patent & Trademark Office

U.S. Dist. Court, Dist. of Idaho

U.S. Dist. Court, Dist. of Utah

U.S. Dist. Court, Dist. of Oregon

U.S. Court of Appeals, 9th Circuit

Brigham Young University (B.S., 2002)

Major: Computer Science

Minor: Mathematics

### Professional

Listed as a “Rising Star” in the category of Intellectual Property Litigation - Mountain States Super Lawyers & Rising Stars (2014, 2015)

Named to the Lawyers of Color’s Second Annual Hot List (2014)

Recipient of an “Accomplished Under 40” award from the Idaho Business Review (2015)

Recipient of a “40 Under 40: Best Advocate Award” from the National Bar Association (2015)

## ASSOCIATIONS

### Professional

National Bar Association, Member (2006 - Present) Vice-Chair and Chair-Elect, Intellectual Property Law Section (2013 - 2014) Chair, Intellectual Property Law Section (2014 - 2015)

Idaho State Bar, Intellectual Property Law Section (2012 - Present)

Utah State Bar, Intellectual Property Law Section (2013 - Present)

Concordia University School of Law, Adjunct Professor, Intellectual Property Law (2014 - Present)

### Community

Leadership Boise (Class of 2014 - 2016)

Love the Law! Program of the Idaho State Bar Diversity Section, Committee Member (2012 - Present)

TechStart Education Foundation, Member (2009 - 2011)

## PRESENTATIONS

A Preview of of Pending IP Cases at the Supreme Court this Term, Idaho State Bar, Intellectual Property Law Section (February 20, 2014)

Understanding the America Invents Act, National Bar Association Annual Convention (July 16, 2012)

Resolving Copyright’s Gray Area: The Exhaustion Doctrine and Gray Market Goods, Idaho State Bar, Intellectual Property Law Section (May 17, 2012)

Drafting Contracts for Electronic Media, Oregon State Bar, Computer and Internet Law Section (September 30, 2011)

*Network Automation v. Advanced Concepts*: Has the Ninth Circuit Raised the Bar for Proving Trademark Infringement in Online Keyword Advertising? Idaho State Bar, Intellectual Property Law Section (May 19, 2011)

## PUBLICATIONS

“Migrating Company Data to the Cloud? Consider these Legal Issues,” *Idaho Statesman* (February 15, 2017)

“Protect Your Domain Name from Cybersquatters,” *Idaho Business Review* (September 04, 2014)

“Avoiding a Few of the Many Pitfalls in Trade Dress Litigation,” *National Bar Association Intellectual Property Section Newsletter*, (December 2013)

“Score One for Competition: A Look at the Rational Limits of Trade Dress Protection for Unregistered Product Designs,” *The Advocate*, (October 2013)

“Reclaiming ‘Common Heritage’ Treatment in the International Plant Genetic Resources Regime Complex” (with Keith Aoki), *2007 Mich. St. L. Rev.* 35 (2007)

“Seed Wars: Controversies of Access to and Control of Plant Genetic Resources” (with Keith Aoki) in *Intellectual Property and Information Wealth: Issues and Practices in the Digital Age*, Peter Yu, ed., Greenwood Publishing Group (2007)