

## Immersed in IP Battles

Zusha Elinson

10-10-2008

The Recorder

### Excerpts

#### BIG PATENTS, PERSONALITIES

Peter jumped on stage immediately at Immersion. She joined the company in 2005, ... in the midst of the heated Sony case.

On her second day, she was attending the bench trial on inequitable conduct, and by the time she left in August, she'd become a central part of the company's aggressive licensing and litigation program. Where most GCs are in the background of their company, Peter said she was often in the "limelight."

...

"It was admirable how she and Vic (Vic Viegas, then-CEO) held tough in the company's dealings with Sony," said Richard Birnholz, an Irell partner who worked on the case. Sony was represented by Matthew Powers and his colleagues at Weil, Gotshal & Manges.

Mark Belinsky, a former VP and general manager at Immersion, said Peter was well-suited for the heavily litigated case, which she ran from the in-house side.

"She is very savvy and knowledgeable of what I'll call big-league litigation and did well against an opponent who knew every trick in the book and used every trick in the book," said Belinsky, who also left after Viegas stepped down and is now at Tora Trading Services. "She was extremely savvy about how the game was played."

...

Peter also helped sign up cell-phone companies like Nokia and LG to patent licenses during her tenure.

Colleagues say her rapport with opposing lawyers always helped. When negotiating the Nokia license deal, the Immersion team was stuck on a thorny issue with a Nokia IP attorney who was "a little prickly," according to Belinsky. On a Caribbean cruise for her birthday, Peter called the difficult lawyer from the ship and closed the deal. "The thing that really defines her is the ability to forge a personal relationship with the people on the other side of the table," Belinsky said.

...

Peter got her start on patent law early: Her father was VP of licensing at Hughes Aircraft. She began her career as a patent litigator at Townsend and Townsend and Crew in the late 1990s. There she worked on some major patent litigation with some surprising success as an associate, earning her the nickname "Lethal Laura" from Townsend partner Roger Cook.

After working in-house at two other companies, Peter eventually landed at Foundry Networks Inc. where she built the patent portfolio from zero to 40 patents in three years.

That included buying a patent before patent brokerages made it easy to find relevant patents.