

# J. CRAIG CRAWFORD

## DIRECTOR



Craig works with technology companies to resolve their most complex commercial disputes. He helps his clients protect their most valuable assets – their intellectual property and their employees – against their competitors’ unlawful tactics.

Because no two disputes are the same, Craig works closely with his clients throughout litigation to develop and implement a strategy that allows for the best possible business results. Whether his client is a start-up, a venture-backed emerging company, a multi-generation family enterprise or a Fortune 500 company, Craig has an impressive record of successfully resolving disputes quickly and efficiently with as little business disruption as possible.

Craig has substantial experience identifying which disputes will proceed to trial, which has allowed him to position these cases for a favorable outcome at trial and beyond. This strategy has served Craig’s clients well, which is why they return time and time again whenever they are faced with significant business disputes. Thanks to Craig’s collaborative approach and strategic abilities, his clients have come to recognize him as an invaluable partner in their businesses’ continued growth and success.

### REPRESENTATIVE MATTERS

- › Defended member of LLC against claims of fraud and breach of fiduciary, resulting in buy-out of plaintiffs’ membership interest and allowing client to acquire majority ownership of food and beverage company.
- › Defended manager of LLC against claims of negligence and breach of fiduciary duty related to the management of sports franchise.
- › Represented enterprise software company in breach of contract action related to build out of web portal.
- › Represented off-shore web developer in breach of contract action against major domestic media company.
- › As trial counsel for health care company for breach of commercial and real estate contracts, obtained damages and attorneys’ fees awards, resulting in substantial recovery for client.

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### KEY AREAS

Employment mobility matters involving trade secret misappropriation and unfair business practices

Commercial contract disputes and business torts in technology and software industries

Business dissolution proceedings involving partnerships and limited liability corporations

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### PRACTICE AREAS

Business Litigation

Intellectual Property

Employment

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### ACADEMIC CREDENTIALS

J.D., University of San Francisco  
Executive Director, Moot Court Program  
Senior Member, University of San Francisco Law Review

B.A., Cognitive Science, U.C. Berkeley

- › Served as member of trial team that obtained defense verdict in a multi-million dollar bellwether product liability trial.
- › Defended nationwide consumer class-action under the Consumer Legal Remedies Act and False Advertising Act related to clients' cosmetic claims; negotiated favorable settlement before entry of first appearance.
- › Prosecuted trade secret misappropriation and copy right infringement claims on behalf of GIS software company related to source code.
- › Defended major building services provider in multi-million dollar trade secret lawsuit regarding alleged theft of customer lists and business leads, resulting in a favorable settlement before trial.
- › Represented insurance company in prosecuting trade secret misappropriation claim related to departed insurance brokers who left with confidential customer lists and client preference information; obtained injunction resulting in favorable settlement of claims.
- › Represented former CEO of acquired company in dispute over enforceability and scope of non-compete agreement concerning investments made in related technology.
- › Advised founder of ecommerce company on enforceability of non-compete agreement following acquisition.

#### **PROFESSIONAL ORGANIZATIONS**

- › State Bar of California
- › San Mateo County Bar Association, Barristers Committee Board Member
- › San Mateo County Bar Association, Business Litigation Section
- › ProVisors

#### **COURTS AND FORUMS**

- › All California State Courts
- › United States District Court for the Eastern District of Wisconsin

#### **HONORS AND AWARDS**

- › Selected to Northern California Super Lawyers® Rising Stars, 2014

#### **CIVIC AND CHARITABLE**

- › CASA of San Mateo County, Board Member
- › Legal Aid Society of San Mateo County, Golf Committee