

ROB McFARLANE

PARTNER | INTELLECTUAL PROPERTY

Rob is a registered patent attorney whose litigation practice focuses on patent infringement matters, intellectual property disputes, and technology-related commercial cases. He additionally provides his clients with counseling on a wide range of intellectual property matters relating to licensing negotiations, trademark and copyright, unfair competition, and trade secrets.

CHILDHOOD:

Rob grew up in Flagstaff, Arizona before moving to the Bay Area.

FIRST JOB:

For his first job he worked as a bag-boy at Safeway.

FAVORITE THING ABOUT BEING A LAWYER:

Rob loves that the practice of law never gets old; there is always something new to learn in every case.

LEAST FAVORITE PART OF THE JOB:

His least favorite part of being a lawyer is the never-ending deadlines.

WHAT'S YOUR BIGGEST PET PEEVE?

Texting (black-berrying) over lunch.

FAVORITE SUPER-HERO:

Batman.

FAVORITE HERO IN REAL LIFE:

Gabrielle Giffords.

FAVORITE CAUSE:

Rob supports environmental causes in particular.



IF YOU WEREN'T A LAWYER YOU WOULD BE...

A teacher. Though Rob is a teacher at Golden Gate where he teaches one class a year, something he thoroughly enjoys.

FAVORITE BOOK:

The Grass Dancer, by Susan Power.

DO YOU TWEET?

No.

FAVORITE RESTAURANT:

Farallon in San Francisco.

FAVORITE MOVIE:

Blade Runner, The Matrix, Fight Club and High Noon – to name a few.

FAVORITE WAY TO SPEND FREE TIME:

Going to the park – or doing anything for that matter – with his children.

WHAT BOOK ARE YOU READING RIGHT NOW?

Jonathan Strange & Mr. Norrell, by Susanna Clarke.

WHAT'S ON YOUR IPOD?

Everything – from Doo-Wop to Hardcore punk to Bach and John Coltrane, Rob enjoys an eclectic mix of music.

WHAT IS SOMETHING MOST PEOPLE DON'T KNOW ABOUT YOU?

Rob and his wife, Betsy recently renewed their vows on a family trip to Vegas. Elvis presided over the ceremony and their children, Jennifer (10) and Sean (8) were in attendance.

LAST PLACE YOU VACATIONED:

The last place Rob travelled to was Las Vegas. In addition to renewing his vows he and his family saw Phantom of the Opera and Tournament of Kings. It was their first trip to Vegas and had a really great time.