

## Helen Y. Trac

Senior Associate

San Francisco

### Biography

Helen Trac represents leading technology companies on technologies encompassing consumer electronic devices such as e-book readers, tablets, and smartphones.

Equipped with both engineering and law degrees, Helen helps clients navigate federal district courts, the U.S. Court of Appeals for the Federal Circuit, and the International Trade Commission. She is licensed to practice before the U.S. Patent and Trademark Office, with a focus on new patent proceedings such as inter partes review. She also assists clients in transferring intellectual property assets, including pre-acquisition due diligence evaluating the patent portfolio of the target firm.

In addition to her IP practice, Helen also represents clients in a number of class action cases, in both federal and California state court. Her class action experience includes privacy claims with respect to mobile apps, unfair competition claims regarding the medical coding practice of a national clinical laboratory, and false advertising claims levied against a luxury car manufacturer. She has also worked on several class action cases involving food labeling claims.

Helen's interest in technology runs deep. In law school,



### Phone

+1 415 374 2348

### Fax

+1 415 374 2499

### Email

[helen.trac@hoganlovells.com](mailto:helen.trac@hoganlovells.com)

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### Languages

English  
Chinese

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### Practices

Patents  
Intellectual Property  
Litigation Services  
Technology Litigation

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### Areas of focus

Class Actions and Group Litigation

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### Education and

she was Submissions Manager for the *Harvard Journal of Law and Technology (JOLT)* and wrote and edited articles for Harvard's *JOLT Digest*, an online resource for reports on the latest law and technology news. Before law school, Helen graduated summa cum laude from the University of Michigan with a dual major in Electrical Engineering and Computer Science Engineering. Before switching careers, she worked as an engineer at a well-known Silicon Valley firm designing the memory system of graphics cards.

Helen started her legal career at Hogan Lovells. She rejoined the firm after clerking for the Honorable David Laro at the United States Tax Court. Helen also served as a judicial intern for the Honorable Steven W. Rhodes at the United States Bankruptcy Court of the Eastern District of Michigan prior to joining Hogan Lovells.

## Latest thinking and events

- Hogan Lovells Events
  - Join us: Women in blockchain event – San Francisco
- News
  - US Patents and the potential global monopoly effect for software *LimeGreen IP News*
- Analysis
  - Hogan Lovells: ITC Section 337 Quarterly Highlights (March 2018)
- News
  - U.S. Energy Disputes: Patents or Trade Secrets? Yes, Please.
- News
  - US: Amazon Wins IP Transfer Tax Dispute, but Favorable Tax Treatment May No Longer be Available
- Published Works
  - Six Modern Technology Cases Involving the California Constitutional Right to Privacy

## admissions

### Education

J.D., Harvard Law School, 2012

B.E. Computer Science, University of Michigan, summa cum laude, 2009

B.E. Electrical Engineering, University of Michigan, summa cum laude, 2009

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### Memberships

Co-Chair, AABA Education Committee (2015-2017)

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### Bar admissions and qualifications

California

Certified Information Privacy Professional (CIPP)

Certified Bitcoin Professional (CBP)

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### Court admissions

U.S. Court of Appeals, Ninth Circuit

U.S. District Court, Central District of California

U.S. District Court, Northern District of California

U.S. Patent & Trademark Office

U.S. Tax Court

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