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**Areas of Practice**

- Copyright
- Intellectual Property
- International IP Policy
- International Trade Policy & Negotiations
- IP Licensing
- IP Litigation
- Patent
- Patent Litigation
- Patent: Business Methods
- Patent: Electronics & Software
- Patent: Mechanical
- Trademark
- Trademark Litigation

**Education**

Vanderbilt University Law School, J.D., 1976,  
 Associate Editor, *Vanderbilt Journal of Transactional Law*  
 University of the South,  
 B.A., 1973, *cum laude*, Phi Beta Kappa

**Bar & Court Admissions**

District of Columbia  
 New York  
 California

**William G. Pecau**

William G. Pecau is a partner in the Washington office of Steptoe & Johnson LLP, where he is a member of the Intellectual Property group. Mr. Pecau litigates diverse trademark, false advertising, copyright, and patent cases on behalf of plaintiffs and defendants.

As lead trial counsel, Mr. Pecau has represented clients before many federal trial and appellate courts in the United States and proceedings before the US Patent and Trademark Office. In addition, he has been engaged in transactional matters involving the establishment of joint ventures and international and domestic intellectual property transfers, including licensing, acquisition, and financing agreements.

Before joining Steptoe, Mr. Pecau was a partner at one of the largest intellectual property law firms in the United States, representing clients in several noteworthy cases as first chair. Prominent cases include the defense of barnesandnoble.com in a patent infringement action concerning Amazon.com’s “1-Click” business method patent, the defense of Microsoft and Expedia against Priceline.com’s "Name Your Own Price" business method patent, and the prosecution of Hewlett-Packard’s inkjet technology patent, trademark and unfair competition claims against Nu-Kote International. Another high-profile case is the *Apple Computer v. Microsoft and Hewlett-Packard* case concerning Apple’s claim of infringement of its Graphical User Interface by Microsoft’s Windows and HP’s NewWave.

Recent cases include a successful trial in the Middle District of Alabama against Regions University for infringement of the Regions mark of Regions Bank, a successful opposition to an application by Emerson Electric to register its Dirt Hawg and Water Hawg marks based on a family of Hog marks of Black & Decker, and a decision of the Federal Circuit in favor of Texaco against the registration of a Clear Bottle mark by Pennzoil-Quaker State.

**Select Seminars & Events**

Maximizing Your Assets: Building Managing and Defending Your Intellectual Property Portfolio, April 3, 2008

**Selected Publications**

Doing Business in the United States  
 July 14, 2011, *Practical Law Company Cross-Border Doing Business in... Handbook*

Intellectual Property Advisory - Does eBay Need a Disclaimer? *Tiffany v. eBay*,  
 The Second Circuit Rules  
 April 5, 2010

## William G. Pecau

US Supreme Court

US Court of Appeal for the  
Second Circuit

US Court of Appeal for the  
Fourth Circuit

US Court of Appeal for the  
Ninth Circuit

US Court of Appeal for the  
Federal Circuit

US District Court for the  
Northern District of  
California

US District Court for the  
District of Colorado

US District Court for the  
Southern District of New  
York

US District Court for the  
Eastern District of New  
York

US District Court for the  
Western District of New  
York

US District Court for the  
Eastern District of  
Wisconsin

Gripe Sites: Sue or Stew

Volume 15, Number 5

February 2009, *Law Journal Newsletter: The Intellectual Property Strategist*

Litigating the Business Method Patent: Pitfalls for Unwary Defendants

2006, *The Intellectual Property Strategist* Vol 12 No 12

Exempt Organizations Advisory - Trademark Act Clarifies Issue of Proof in  
Dilution of Trademark Cases

October 30, 2006

### Professional Affiliations

American Bar Association, 1982 - Present

Association of the Bar of the City of New York, 1977 - Present

Board Counsel to National Children Research Center (NCRC) of Washington,  
DC, 2006 - Present

Editor, Remarks, 1991-1993

International Trademark Association, Chair of Publications Board, 1997-1999;  
Vice Chair, 1995-1997; Member, Planning Committee 1993-1994

Member, Board of Directors of Covenant House New York, 1989 -Present

Member of the Advisory Board, Intellectual Property Strategist, 1995 - Present