

William Cravens

Associate

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William is your strategic legal advantage, dedicated to safeguarding your business interests and empowering your success.

William is an associate attorney at Dorsey with a multifaceted practice spanning patent, trademark, copyright, antitrust, and complex commercial litigation. With a background in neurobiology, William brings a unique perspective to his legal practice, allowing him to grasp intricate business concepts and devise effective litigation strategies for his clients.

Prior to joining Dorsey, William gained significant experience in antitrust claims, including keyword bid rigging on search terms for large hotel chains, monopoly claims in the music industry, and monopoly claims in the housing industry related to the use of algorithms and technology for pricing. Additionally, William has a proven track record in trademark and copyright litigation, having successfully defended clients against substantial claims, such as winning a motion for summary judgment on copyright claims in federal court, dismissing a \$10 million damage claim.

At Dorsey, William's diverse client base includes national cookie retailers, drone delivery companies, lighting manufacturers, stylus manufacturers, beauty brands, and water sellers, among others. He is adept at resolving business disputes and handling patent litigation, as well as navigating complex commercial litigation matters, particularly representing Colorado businesses in state and federal court.

William's undergraduate degree in neurobiology underscores his ability to comprehend intricate technical details across various industries, from mapping motor neurons to control robotic arms to understanding the nuances of business operations, such as online advertising. This background enables him to develop innovative litigation strategies tailored to each client's unique needs.

Clients appreciate William's dedication to staying abreast of legal developments and his commitment to achieving favorable outcomes. His passion for learning and his ability to

Education

- University of Denver, Sturm College of Law (J.D., 2019)
 - Chizzie Works Endowed Scholar, Donald Gorder Endowed Scholar, Edith Turley Baine Scholar, Hover T. Lentz Endowed Scholar, Marion F. Jones Memorial Endowed Scholar & Transportation Lawyers Association Endowed Scholar, Montgomery Dorsey Memorial Endowed Scholar, The Transportation Lawyers Association TLJ Endowed Scholar
 - Transportation Law Journal, Articles Editor, 2017-19
 - Elected DU Honor Board 2017-19
 - AIPLA Moot Court DU Selected Member 2018

dissect complex issues make him a valuable asset to clients seeking effective representation in litigation matters.

Select Experience

- Successfully obtained dismissal of FRAND claims in case brought against Chinese patent holder by litigious accused infringer.
- Contributed to favorable resolutions in multiple patent infringement actions in the Western District of Texas on behalf of a technology licensing company against global computer hardware manufacturers.
- Defended aftermarket automotive interior manufacturer in trademark and trade dress litigation brought by a competitor. Plaintiff alleged trademark infringement, counterfeiting, and trade dress violations based on use of the phrase “love your drive” and website marketing content. Drafted briefing and assisted with discovery demonstrating that the asserted trade dress was not protectable and that no likelihood of confusion existed. The court granted summary judgment, resulting in a complete victory for the client.
- Defended a national hotel chain in long-running federal antitrust litigation in the Eastern District of Texas involving allegations of a conspiracy to rig online advertising auctions for hotel bookings. Case settled on favorable terms with no admission of liability.

Court Admissions

- U.S. District Court for the District of Colorado
- U.S. District Court for the Western District of Texas

Professional Affiliations

- Colorado Intellectual Property American Inn of Court
- American Bar Association
- Colorado Bar Association

Accolades

- Consistently providing pro bono legal assistance to those in need through Dorsey’s Pro Bono program
- Contributed more than 50 Diversity & Inclusion hours, 2024

Additional Information

- Published Technical Editor for “Patents and Standards: Practice, Policy, and Enforcement” book published by Bloomberg BNA, the American Intellectual Property Law Association, and Holland & Hart (2018).

Select Presentations

- Co-Presenter, “The Law Under Section 1 of the Sherman Act Today,” Antitrust and Unfair Competition Law, University of Denver Sturm College of Law, April 2020.

– Brownstein Fellow
at Arrow Electronics
2018

- University of Texas
(B.S., Neurobiology,
2013)
- Dean's List

Bar Admissions

- Colorado
- Texas