



RUSSELL M. SELMONT

PARTNER

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Direct 310.281.6368

Rusty is a Partner in the Litigation Department, specializing in Intellectual Property, Real Estate, Partnership Disputes and Complex Commercial Litigation.

Rusty believes that optimal legal decisions are not made in a vacuum. He makes a point to learn and understand each client's business early on to ensure that the litigation approach is aligned with and reinforces the client's overarching goals and needs. Rusty's clients normally approach him to collaborate on customized strategies for high-stakes business disputes and tactical lawsuit avoidance. Many find his insight and judgment to be so valuable that they ask him to serve as outside general counsel, advising on a wide breadth of matters and playing a prominent role as part of the client's brain trust.

Rusty's practice spans across the business sectors of health care, virtual reality, technology and entertainment, concentrating his focus on intellectual property litigation and licensing, as well as representing numerous healthcare facilities and physicians in a variety of complex business matters throughout California. He also has considerable experience and success litigating real estate matters and more generalized commercial disputes.

Prior to joining ECJ, Rusty worked as a litigation associate with Latham & Watkins LLP.

REPRESENTATIVE MATTERS

Represented major film production company in trademark dispute over improper use of film's titles

Represented celebrity-endorsed headphone manufacturer in trademark litigation settlement

EDUCATION

J.D., Harvard Law School

B.S., Biological Sciences & B.A., Psychology, Stanford University, *Phi Beta Kappa*

PRACTICE AREAS

Employment

Health Care

Intellectual Property and Technology

Litigation and Alternative Dispute Resolution

ADMISSIONS

California

Represented owner of computer forum software in “bet the company” copyright infringement and trade secret misappropriation lawsuit against competitor

Represented virtual reality software developer in copyright infringement matter against well-known VR headset manufacturer

Represented virtual reality content creators in dispute with former partners over ownership of the intellectual property

Represented major Japanese electronics manufacturer in patent litigation over High-Definition Television Receivers

Litigated patent infringement lawsuit regarding electronic hookahs and subsequently negotiated patent cross-licensing deal

Advised numerous startups on IP portfolio creation and retention

Represented hospital owner in derivative claims of mismanagement, self-dealing and assorted health care violations

Represented health care facilities in class action employment wage and hour lawsuits

Represented physicians in litigation over alleged Stark anti-kickback violations

Represented dermatologist in \$2 million partnership dispute with other physicians

Advised client with respect to False Claims Act allegations resulting from Never Event reporting issues

Represented real estate buyer dispute in lien settlement against bank valued at \$8 million

Represented real estate broker in complete defense to claims of breach of fiduciary duty totaling over \$13 million

Represented purchaser of \$80 million shopping center in fraud claim against the seller

Represented credit union in defense of claims of breach of contract and fraud related to the sale of loan participation interests

HONORS & RECOGNITIONS

Southern California Super Lawyers, 2018-2021

Southern California Super Lawyers, Rising Stars, 2014-2017

CLIENT ALERTS

Ervin Cohen & Jessup Elects Russell Selmont to Partner
02.01.2016

Rusty Selmont Quoted in California Lawyer
08.21.2015

SUCCESSSES

Ervin Cohen & Jessup Secures \$93M Against Strip Mall Developer Win Involving Chino Hills Property Among Largest Recent Verdicts in L.A.

Ervin Cohen & Jessup LLP Successfully Defends Real Estate Professional in \$11M Lawsuit