

MVP: Weil's Edward Reines

By Hannah Albarazi

Law360 (September 22, 2022, 2:02 PM EDT) -- Litigating five high-stakes jury trials in 10 months, including netting a major false advertising verdict for medical test company CareDx against rival Natera Inc., earned Edward Reines of Weil, Gotshal & Manges LLP's patent litigation and appellate practice a spot among Law360's 2022 Trials MVPs.

HIS BIGGEST ACCOMPLISHMENT OVER THE PAST YEAR:

Over the course of a "grueling" 10-month period, Reines litigated five jury trials. A trial bottleneck caused in part by the COVID-19 pandemic led to his back-to-back trials.

Reines told Law360, "It was rewarding to do, and it was great to serve so many clients and get good results, but I wouldn't recommend it as a way of life."

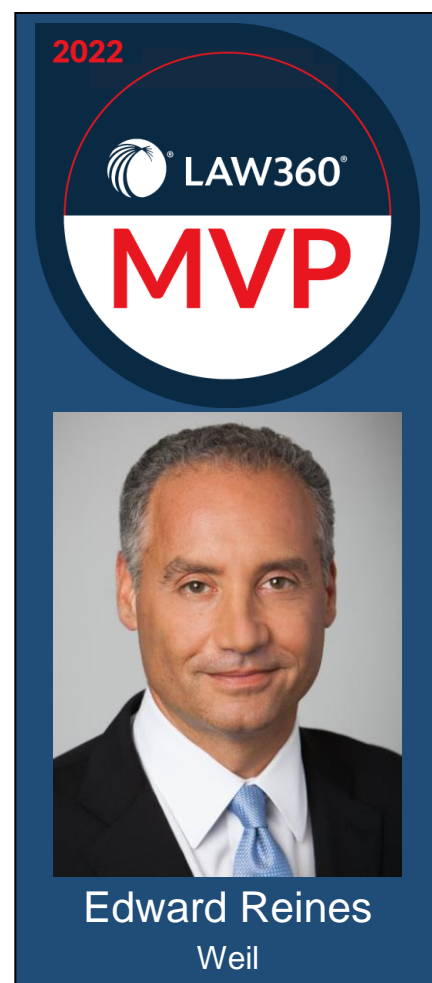
He said he's especially proud to have helped medical diagnostics company CareDx Inc. land a nearly \$45 million jury verdict against rival Natera Inc. in March. He noted that the jury award in that case actually broke the record for the largest Lanham Act false advertising verdict — outside of government enforcement actions.

The jury found that Natera had falsely advertised its kidney transplant rejection test as superior to CareDx's competing product. It found that CareDx had also engaged in false advertising, but that it was not willful.

Reines said helping CareDx successfully demonstrate to the jury that Natera had falsely claimed its test worked on youth organ donor recipients was "gratifying" because it helped protect a highly vulnerable patient population.

"To see that vindicated, because with a jury you never know what's going to happen, was heartwarming," Reines said.

He also helped DNA-sequencing leader Illumina Inc. win a willful patent infringement verdict against its rival, Chinese conglomerate BGI Genomics Co. Ltd., followed by a permanent injunction halting BGI's



planned launch of its competing DNA sequencers in the United States.

HIS BIGGEST CHALLENGE IN THE PAST YEAR:

Reines pointed to representing technology company ArcherDX Inc. and Massachusetts General Hospital against European genetic testing company Qiagen as among the most difficult experiences of the last year.

"I came into [the] case about very complex cancer diagnostics technology just weeks before the trial," Reines said.

He added that he joined a team of attorneys from other law firms whom he had never worked with before and had to quickly integrate and get up to speed on the complex and cutting-edge cancer technology at issue in the case.

"It totally worked out. The jury gave us more than we asked for," Reines said. It's also been rewarding to have cultivated new professional relationships, he added.

The jury in that case ultimately awarded royalties and lost profits totaling about \$4.7 million to ArcherDX and Mass General. Reines said this decision will be important for the long-term life of companies in this emerging market.

WHY HE'S A PATENT LITIGATION ATTORNEY:

Reines said he's always been drawn to litigation.

But, he said, "the winds of opportunity blew me in the direction of patent litigation as Silicon Valley emerged as a hub."

He said he's incredibly proud of having helped get Weil's Silicon Valley office off the ground years ago, noting that it was the first Silicon Valley office for any national law firm.

WHAT MOTIVATES HIM:

He said he's been passionate about the law and enjoyed what he does for the past 35 years. He added that while he really enjoys the intellectualism of appellate work, trials add a certain amount of spiciness to his legal practice.

However, he admits that his trial schedule over the last year may have been "too much of a good thing."

"Five trials in 10 months really motivated me to enjoy the summer," Reines said.

This summer, Reines has spent time relaxing, including at a "Grateful Dead hippie thing at a commune" in Northern California and with his 25-year-old son in Las Vegas.

HIS ADVICE FOR JUNIOR ATTORNEYS:

"Don't worry about the noise," Reines said.

When it comes to navigating a legal career, he said he believes the best thing to do is "keep your nose down, commit to excellence, and good things happen."

Trying to force things can be counterproductive, he added.

"It's got to feel natural," he said.

— *As told to Hannah Albarazi.*

Law360's MVPs of the Year are attorneys who have distinguished themselves from their peers over the past year through high-stakes litigation, record-breaking deals, and complex global matters. A team of Law360 editors selected the 2022 MVP winners after reviewing more than 900 submissions.

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