

Madeline D. Hepler

Partner

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Madeline advises technology companies in intellectual property strategy and litigation so they can navigate risk while pushing forward with business goals.

Madeline represents and counsels clients ranging from technology giants to start-ups to individual inventors in intellectual property litigation and strategic patent, trademark, copyright, open source, and licensing matters.

What distinguishes Madeline's approach is her ability to work directly with the engineers, researchers, employees, and non-technical teams who are central to her clients' businesses. She develops and executes legal strategies that reflect each client's specific business goals and risk tolerance—whether that means an aggressive posture or a negotiated resolution.

Representing clients in numerous District Courts across the country, Madeline's litigation work spans a wide range of technology fields, including distributed antenna systems, messaging software, silicon chips, sporting goods, apparel, and consumer mechanical devices. She has guided clients through early and favorable settlements of patent and trademark infringement claims and has litigated complex multi-patent matters from initial pleadings through successful jury verdict.

In addition to her litigation practice, Madeline is a United States Patent and Trademark Office (USPTO)-licensed patent attorney and advises on software and media licensing issues.

Madeline is recognized by IAM Patent 1000 as one of the World's Leading Patent Professionals (2023–2026) and has been listed in Washington Super Lawyers® Rising Stars for IP Litigation (2023–2026).

Select Experience

Education

- University of San Francisco School of Law (J.D., 2014)
- University of Washington (B.A., 2011)

Bar Admissions

- California
- Washington
- United States Patent and Trademark Office

- Advise Meta in strategic counseling regarding IP, product, open source, and marketing matters, ongoing since 2018.
- Legal support for Meta's annual Connect developer conference.
- Advise Airbnb in strategic counseling regarding IP and product matters.
- Trial counsel for ACQIS in a patent jury trial in W.D. Texas against ASUSTeK Computer, Inc. and ASUS Global PTE. LTD. The jury returned a verdict in favor of ACQIS, finding all asserted claims infringed, not invalid, and awarding \$17,970,582. The Court entered a judgment of over \$20 million with interest.

Court Admissions

- U.S. District Court for the Northern District of California
- U.S. District Court for the Western District of Washington

Accolades

- *Washington Super Lawyers*®, "Rising Stars," IP Litigation, 2023-2026
- *Best Lawyers in America*®, "Seattle Ones to Watch," Commercial Litigations and Litigation-Patent, 2021-2025
- *Minnesota Super Lawyers Women's Edition*®, "Rising Stars," 2024
- *IAM Patent 1000*, "World's Leading Patent Professionals," 2023-2026
- Contributed more than 50 Diversity hours, 2022-2023