

## Vern Norviel

PARTNER EMERITUS

Patents and  
Innovations



### FOCUS AREAS

Animal Health  
Biotech  
FoodTech and AgTech  
Global Generics  
Intellectual Property  
Life Sciences  
Medical Devices  
Patents and Innovations

### HIGHLIGHTS

- **Substantial Patent Counseling and IP Strategy Experience**  
Vern retired in 2025 with over three decades of experience counseling innovative life sciences companies and working closely with them to develop successful patent and IP strategies.
- **Broad Range of Clients**  
Vern represented a wide variety of companies, as well as venture capital firms, in areas such as therapeutics, diagnostics, nanotechnology, genomics, proteomics, and personalized medicine.
- **A Leader in His Field**  
During his legal career, he was annually recognized among the country's top life sciences attorneys in *Chambers USA: America's Leading Lawyers for Business*. Additionally, he was named among California's top IP attorneys by the *Daily Journal*.
- **A Special Interest in Medicine**  
Interest in the field of personalized medicine prompted Vern to become the first attorney to have had his or her entire genome sequenced and made available in a public database.

### EXPERIENCE

Vern Norviel retired as a partner and senior practitioner in the patents and innovations practice at Wilson Sonsini Goodrich & Rosati. He retired with over three decades of experience formulating successful strategies for life science companies and helping them develop IP programs. He represented a wide variety of companies, as well as venture capital firms, in areas such as therapeutics, diagnostics, nanotechnology, genomics, proteomics, and personalized medicine. Vern's special interest in the field of personalized medicine prompted him to become the first attorney to have had his or her entire genome sequenced and made available in a public database.

Before joining the firm in 2003, Vern was the general counsel and corporate secretary of Perlegen Sciences, Inc., a start-up biotechnology company that scans the entire human genome for important therapeutic and diagnostic products. Prior to that, as senior vice president and general counsel, he was an early employee of Affymetrix, the biotechnology company that pioneered and developed DNA chip technology. He also had been a partner at Townsend and Townsend and Crew in Palo Alto.

During his career, Vern authored or prosecuted dozens of patents that have been litigated in the U.S. and abroad, and oversaw intellectual property lawsuits throughout the world.

Vern previously served as a member of Wilson Sonsini's board of directors and on the board of the Wilson Sonsini Foundation. In addition, he has been a lecturer in biotechnology law at UC Berkeley

School of Law and a member of the faculty for the Global Life Sciences/Healthcare Entrepreneurship Course at the University of California, San Francisco.

## CREDENTIALS

---

### Education

- J.D., University of San Francisco School of Law  
*With Honors*
- Master's degree, University of Santa Clara
- Undergraduate degree, University of Colorado, Boulder  
*With Honors*

### Associations and Memberships

- Faculty, "Global Life Sciences/Healthcare Entrepreneurship Course," Fall 2023, University of California, San Francisco (UCSF)
- Lecturer, "Biotechnology Law," UC Berkeley School of Law
- Board Member, Morris Animal Foundation
- Board Member, The Parkinson's Institute
- Present Advisory Board Member, Center of Science, Technology, and Society, Santa Clara University
- Past Advisory Board Member, The Whitaker Biomedical Engineering Institute at Johns Hopkins University School of Medicine
- Member Emeritus, Advisory Committee, School of Engineering, University of Colorado
- Inaugural Member, Public Advisory Committee, U.S. Patent and Trademark Office
- Member, American Intellectual Property Law Association
- Member, American Association for the Advancement of Science
- Member, American Bar Association

### Honors

- Recognized as a 2023 "Emerging Therapies and Life Sciences Trailblazer" by *The National Law Journal*
- Recognized among the *Daily Journal's* "Top Intellectual Property Lawyers" in California for 2017 and 2023
- Honored with the Wiley W. Manuel Award for Pro Bono Legal Services by the State Bar of California, 2018
- Named among the country's top life sciences attorneys in the 2011-2024 editions of *Chambers USA: America's Leading Lawyers for Business*
- Named in the 2013-2018 editions of *Northern California Super Lawyers*
- Honored among the "Top 25 Intellectual Property Portfolio Managers" in California for 2012, 2013, and 2014 by the *Daily Journal*
- Recognized as a "Life Science Star" in the intellectual property section of *LMG Life Sciences* since 2012
- AV Preeminent Peer Review Rating, Martindale-Hubbell
- Recognized as a "Top Rated Lawyer in Intellectual Property" for 2013 by Martindale-Hubbell and American Lawyer Media
- Selected for inclusion in the life sciences category of *The International Who's Who of Business Lawyers 2011*
- Selected for inclusion in the 2007 edition of *The Legal 500 US*
- Named to the 2006 Lawdragon 500 "New Stars, New Worlds" list

## MATTERS

---

### Select Recent Matters

- Served as a patent expert for Brigham Young University in connection with the school's settlement of a long-running, multibillion-dollar lawsuit with Pfizer involving the drug Celebrex
- Developed and oversaw the patent portfolios of Cirina, Delinia, Guardant, and Genia Technologies

## INSIGHTS

---

### Select Publications

- Co-author, "How Therapeutic Formulations Affect Medical Device Patents," *Law360*, July 6, 2020
- Co-author, "Why FDA's Proposed Food Standard Principles Are Important," *Law360*, June 30, 2020

- Co-author, "Bill Would Bring Drugs That Treat Serious Conditions to Market Faster," *Daily Journal*, June 16, 2020
- Co-author, "FDA, FTC Issue Joint Statements on Efforts to Support Market for Biologics," *Daily Journal*, February 24, 2020
- Co-author with L. Lieto, D. Hoffmeister, G. Ravitz, J. Ravitz, C. Andres, and R. Watkins, "Citizen Petitions are Crucial in Managing A Drug's Life Cycle," *Law360*, November 8, 2019
- Co-author with D. Hoffmeister, J. Galvin, C. Andres, D. Rowe, and D. Knapp, "Cures Revolution May Reshape Pharmaceutical Landscape," *Law360*, June 14, 2018
- Co-author with C. Andres and S. Yu, "All Patents Are Not Created Equal," *Landslide*, January/February 2018
- Co-author with D. Hoffmeister, M. Skubatch, and C. Andres, "Complying with Expanded Access Policy Drug Laws," *Law360*, February 28, 2017
- Co-author, "The Serious and Immense Impact of a Medical Device Hack," *Law360*, January 12, 2017
- Co-author, Brief for *amici curiae* Amarantus Bioscience Holdings, Inc., Exo Incubator, Inc., and Michael Heltzen in support of petitioner, *Sequenom, Inc. v. Ariosa Diagnostics, Inc., et al.*, On Petition for a Writ of Certiorari to the United States Court of Appeals for the Federal Circuit, No. 15-1182
- Co-author, Brief for *amici curiae* Population Diagnostics, Inc., Avant Diagnostics, Inc., Personalis, Inc., Linda Bruzzone, and Erin Marie Mading in support of petitioner, *Sequenom, Inc. v. Ariosa Diagnostics, Inc., et al.*, On Petition for a Writ of Certiorari to the United States Court of Appeals for the Federal Circuit, No. 15-1182
- Co-author with D. Hoffmeister, P. Girinath, C. McAndrew, and C. Andres, "FDA Developments in 2015 and What's to Come in 2016," *Law360*, January 11, 2016
- Brief for *amicus curiae* Eric S. Lander, *The Association for Molecular Pathology, et al., v. Myriad Genetics, Inc., et al.*, On Writ of Certiorari to the U.S. Supreme Court, No. 12-398
- Brief for *amicus curiae* Lynch Syndrome International in support of respondents, *The Association for Molecular Pathology et al., v. Myriad Genetics, Inc., et al.*, On Writ of Certiorari to the United States Court of Appeals for the Federal Circuit, No. 12-398
- Brief for *amici curiae* Caris Diagnostics, Inc. in support of petitioners, *Bernard L. Bilski and Rand A. Warsaw v. John J. Doll, Acting Under Secretary of Commerce for Intellectual Property and Acting Director of the United States Patent and Trademark Office*, On Writ of Certiorari to the U.S. Supreme Court, No. 08-964
- Brief for *amici curiae* Perlegen Sciences, Inc. and Mohr, Davidow Ventures in support of respondents, *Laboratory Corporation of America Holdings v. Metabolite Laboratories, Inc. and Competitive Technologies, Inc.*, On Writ of Certiorari to the U.S. Supreme Court, No. 04-607
- "Brief of *Amicus Curiae*, Biotechnology Industry Organization in Support of Plaintiffs' Motions for Summary Judgment, *Triantafyllos Tafas and SmithKline Beecham Corp. v. Dudas*," 27(1) *Biotechnology Law Report* 36-43, 2008
- Co-author with P. McGarrigle, "Laws of Nature and the Business of Biotechnology," 24 *Santa Clara Computer and High Technology Law Journal* 275-334, 2008
- Co-author with R. Feldman, "Dolly the Sheep: A Cautionary Tale," *Yale Journal of Law and Technology*, January 2016
- Co-author with D. Hoffmeister, C. Aronin, D. Rowe, and C. Andres, "The Retrospective Approach to Companion Diagnostics," *Law360*, October 8, 2015
- Co-author with D. Hoffmeister, S. Silber, E. Yin, and C. Andres, "A Look at the Legality Behind Daraprim's Price Spike," *Law360*, September 30, 2015
- Co-author with D. Hoffmeister, M. Hostetler, P. Girinath, D. Van Goor, and C. Andres, "Overcoming Restriction Requirements On Pharma Patents," *Law360*, August 4, 2015
- Co-author, "Federal Circuit *Amgen* Case Clarifies Important Aspects of the Biologics Price Competition and Innovation Act," *Generic Pharma 2.0*, July 22, 2015
- Co-author, "FDA's Proposed Rules to Address Inaccurate Orange Book Use Codes May Shorten Approval Timelines for Select 505(b)(2) and Generic Drugs," *Generic Pharma 2.0*, July 15, 2015
- Co-author with D. Hoffmeister, D. Carsten, and C. Andres, "Amarin Decision Opens Door to Longer Exclusivity Periods," *Law360*, June 12, 2015
- Co-author with D. Hoffmeister, D. Rowe, and C. Andres, "The Rise Of Companion Diagnostics In Personalized Medicine," *Law360*, June 5, 2015
- Co-author with D.M. Hoffmeister and C. Andres, "FDA Regulation in Clinical Labs," *Clinical Lab Products*, Vol. 45, No. 3, March 2015
- Co-author with D.M. Hoffmeister, S. Liu, P. Girinath, and C. Andres, "There's a Lot to Like About Hamburg's Legacy at the FDA," *Law360*, February 9, 2015
- Co-author with D.M. Hoffmeister, L. Lieto, T.J. Noh, M.C. Easterday, P. Girinath, and C. Andres, "Reflections on the Remarkable Rise of Orphan Drugs," *Law360*, January 28, 2015
- Co-author with D.M. Hoffmeister, J. Guise, P. Munson, D. Carsten, S. Williams, R. Torczon, P. Girinath, and C. Andres, "A Good Opinion Is Worth Its Weight in Gold: Take-Home Lessons for

- Generic Pharmaceutical Companies to Minimize the Risk of Fee Shifting and Sanctions in the Wake of *Highmark* and *Octane Fitness*," *Generic Pharma Litigator*, January 28, 2015
- Co-author with D. Hoffmeister and C. Andres, "FDA Takes Another Step Toward Regulating LDTs," *Law360*, October 9, 2014
  - Co-author with D. Hoffmeister, J. Guise, P. Munson, S. Williams, D. Carsten, R. Torczon, C. Andres, and P. Girinath, "Takeaways for Generics After Octane and Highmark," *Law360*, September 15, 2014
  - Co-author with D. Hoffmeister, R. Torczon, P. Girinath, and C. Andres, "Despite GAIN Act, Antibiotic Patents Face Setbacks," *Daily Journal*, August 27, 2014
  - Co-author with D. Hoffmeister, P. Girinath, and C. Andres, "USPTO Rules Will Set Back Antibiotic Drug Development," *Law360*, May 23, 2014
  - Co-author with D.M. Hoffmeister, S. Elamrani, P.R. Munson, and C. Andres, "New Exclusivity for Fixed-Dose Drugs Will Help Small Firms," *Law360*, April 28, 2014
  - Co-author with L.D. Lieto, "Fast or Slow? Strategies to Speed Up the Patent Process Among Worldwide Patent Offices," *The Intellectual Property Strategist*, Vol. 17, No. 4, January 2011
  - Co-author with R. Akhavan and A.R. Alemozafar, "Role of intellectual property in investment-backed personalized medicine," *7(1) Personalized Medicine* 95-102, January 2010
  - "Invalid! The Supreme Court Questions the Basis for Diagnostic Patents," *Start-Up*, February 2006
  - Co-author with A. Roche, "Are Method Patents Still Valuable?" *Corporate Dealmaker*, December 13, 2004

## Select Speaking Engagements

- Panelist, "Start Your Start-Up: Resources for Energy Entrepreneurs," Silicon Valley Energy Summit 2015, Palo Alto, CA, June 25, 2015
- Panelist, "The Supreme Court and DNA Patents: A Myriad of Ramifications," Palo Alto, CA, July 1, 2013
- Panelist, "Patent Pending: Corporations, the Constitution, and the Human Gene," UC Hastings College of the Law, February 20, 2013
- Moderator, "Between a Rock and a Hard Place: The Biotech Startup & Walking the Line Between the University and the Venture Investor," Wharton San Francisco and QB3 panel discussion, April 25, 2012
- Speaker, "Back to School: The New Patent Law Explained," Berkeley Center for Law and Technology, October 21, 2011
- White House participant, Transparency Task Force of the Food and Drug Administration (FDA), August 11, 2009
- Participant, Federal Trade Commission hearings on the evolving IP marketplace, May 4-5, 2009
- "From Drug Discovery to Drug Approval: Working with the FDA," Yale University
- "Building a Life Science Enterprise in Current Market Conditions," The Johns Hopkins University
- "Real Life Case Studies Where The Due Diligence Went Terribly Wrong," 3rd National Conference on Life Sciences IP Due Diligence
- "Bio MEMS: Opportunities and Barriers," MIT Symposium
- "More Way to Market With Your BioPharma Technology," Larta Venture Forum – BioPharma
- Participant, President's Counsel on Personalized Medicine Panel
- Moderator, Algae Biomass Summit