

Jess Krannich

PARTNER

Litigation
Salt Lake City

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FOCUS AREAS

Class Action Litigation
Commercial Litigation
Consumer Litigation
Corporate Governance
Litigation
Government Investigations
Litigation
Patent Litigation
Securities Litigation
Trade Secret Litigation
Trademark and Copyright
Litigation

HIGHLIGHTS

“Unparalleled” Service and Vision

Jess is a seasoned trial lawyer who has been recognized as “one of the most capable, smart, strategic, and hard-working litigators in the state of Utah” and as a “true pro, with vast high-end litigation experience” by sources in *Chambers USA’s* 2025 guide. Clients appreciate his focused, strategic approach to advancing his clients’ goals while minimizing the business impact.

Industry-Leading Clients

Jess’ clients range from start-ups to public and Fortune 500 companies, as well as their executives. Representative clients have included Crumbl, Digicert, Liveramp, LiveView Technologies, NetDocuments, Route App, Owlet, Recursion Pharmaceuticals, Savage Companies, Tremendous, and Warburg Pincus, among others.

Community Leader

Jess is active in the Salt Lake City business and legal community, sitting on the Board of Governors of the Salt Lake City Chamber of Commerce and serving as an adjunct professor of law at the S.J. Quinney University of Utah College of Law since 2012.

EXPERIENCE

Jess M. Krannich is a litigation partner in the Salt Lake City office of Wilson Sonsini Goodrich & Rosati. Jess is a seasoned trial lawyer who leads significant intellectual property, unfair competition, patent, and general commercial matters for a wide range of clients in the technology, life sciences, medical device, consumer products, and financial services sectors. Many of his clients are major industry leaders in the Rocky Mountain West.

Jess’ practice spans multiple types of complex commercial litigation, but focuses on competition disputes ranging from trade secret and restrictive covenant litigation to intellectual property disputes, unfair competition, and antitrust litigation. As a leading Utah lawyer in competition law, Jess was selected to author the Practising Law Institute’s Utah chapter on competition law and restrictive covenants. Jess also has extensive experience in tort and product liability litigation and has represented clients in a variety of regulatory actions. Many of his cases involve class actions or consolidated multi-district litigation.

Jess has won nearly 20 jury and bench trials, arbitrations, and injunctive hearings. He also has a strong record of obtaining early wins in large, complex cases through motion practice and strategic case development. Jess has won multiple zero-liability or zero-damages awards on behalf of defendants, resulting in billions of dollars in savings, and has recovered over \$500 million on behalf of plaintiffs.

Jess has repeatedly been recognized as one of the top 500 litigators in America and one of the top 100 lawyers in the Intermountain West, and has been profiled multiple times in *The American Lawyer* for his accomplishments in litigation matters. He is a go-to litigator for high-stakes and “bet-the-company” cases throughout the United States. Clients appreciate Jess’s focused, strategic approach to advancing his clients’ goals while minimizing the business impact.

Prior to joining Wilson Sonsini, Jess was a litigation partner in the Salt Lake City office of Kirkland & Ellis, where he helped found and manage that office and led its litigation group. Jess was also previously a litigation partner in the Chicago office of Kirkland & Ellis and a partner and member of the management committee at an elite boutique litigation firm in Salt Lake City.

Jess began his legal career as an associate at Kirkland in its Chicago office, after having completed judicial clerkships for the Honorable Joan B. Gottschall of the U.S. District Court for the Northern District of Illinois and for Chief Justice Christine M. Durham of the Utah Supreme Court. He was elevated to partner at that firm in 2011.

In addition to his litigation practice, Jess is active in the Salt Lake City business and legal community. Among other engagements, he sits on the Board of Governors of the Salt Lake City Chamber of Commerce and is an Adjunct Professor of Law at the S.J. Quinney University of Utah College of Law, teaching courses such as trial advocacy and advanced negotiation.

CREDENTIALS

Education

- J.D., University of Utah S.J. Quinney College of Law, 2005
Order of the Coif; Articles Editor, Utah Law Review; Member, National Moot Court Team and Member of Region XI Champion; First Place, Best Brief, and Best Oralist, Traynor Moot Competition
- B.S., Political Science, University of Utah, 2002
With Honors

Associations and Memberships

- Member, Board of Governors, Salt Lake City Chamber of Commerce, 2022-present
- Adjunct Professor of Law, S.J. Quinney College of Law, University of Utah, 2012–present
- Member and Officer, Executive Committee of the Litigation Section, Utah State Bar, 2013-2022

Honors

- Recognized among “America’s Best-in-State Lawyers” by *Forbes*, 2025
- Named among Lawdragon’s “500 Leading Litigators in America,” 2024-2026
- Recognized in the “Litigation: General Commercial” category in *Chambers USA*, 2023-2026
- Named to the Super Lawyers Top 100, *Mountain States Super Lawyers*, 2022-2024
- Recognized for Commercial Litigation, *Best Lawyers in America*, 2015-2026
- Honored among Utah’s Legal Elite, Commercial Litigation, *Utah Business Magazine*, 2016-2024
- Recognized for Business Litigation, *Mountain States Super Lawyers*, 2015-2024
- Named a “Litigator of the Week” runner-up by *The AmLaw Litigation Daily* for obtaining a ruling turning back a challenge to Route App’s restrictive covenants, with the court finding the scope and duration of the provisions were reasonable
- Named as a “Rising Star,” *Mountain States Super Lawyers*, 2014

Admissions

- State Bar of Illinois
- State Bar of Utah
- U.S. District Court for the Northern District of Illinois
- U.S. District Court for the Eastern District of Michigan
- U.S. District Court for the District of Utah
- U.S. Court of Appeals for the Seventh Circuit
- U.S. Court of Appeals for the Ninth Circuit
- U.S. Court of Appeals for the Tenth Circuit
- U.S. Court of Appeals for the Federal Circuit
- Illinois Supreme Court
- Utah Supreme Court

MATTERS

Select Representations

Commercial Litigation

- Defended NetDocuments in post-acquisition dispute related to acquisition of competitor document management platform; following strategic case development and trial preparation, plaintiff was convinced to dismiss case with prejudice.
- Lead litigation counsel to Recursion Pharmaceuticals in commercial litigation dispute involving failed development of state-of-the-art, first-in-class industrial chemistry and laboratory facility.
- Litigation counsel for Tremendous, LLC in class action Lanham Act litigation pending in federal court in New York.
- Litigation counsel to international electronic funds transfer network in antitrust suit against competitor related to competitor's monopolization of the debit card network services market. Secured landmark appellate decision reversing adverse ruling by the district court.*
- Litigation counsel to international publicly traded pharmaceutical company and defense lead in largest consolidated lawsuit in state history defending claims arising from alleged product, labeling, branding, and advertising defects of prescription pharmaceutical.*
- Plaintiff's counsel to portfolio company in lawsuit alleging tens of millions in damages arising from fraud claims and various business torts. Obtained injunctive and receivership orders and full judgment and fee award following successful motion for terminating sanctions.*
- Litigation counsel to globally traded professional services and insurance company defending claims including breach of contract, fraud, construction defect, and insurance disputes and allegations of nine-figure damages. Successful defense resulted in dismissal of all claims with prejudice and zero liability.*
- Defense counsel for BP plc in case alleging regulatory and tort claims and nine-figure damages. Obtained summary judgment and dismissal of entire lawsuit following close of discovery.*
- Plaintiff's counsel to global payment solutions company in case involving violations of restrictive covenants and breach of contract. Successfully prosecuted claims seeking hundreds of millions in damages and obtained temporary restraining order and preliminary injunction, followed by favorable settlement.*
- Plaintiff's counsel to CEO, founder, and director of high-profile technology company in action arising from corporate takeover by minority directors and shareholders. Obtained injunctive order, followed by favorable settlement.*
- Plaintiff's counsel to Sotheby's International Realty in breach of contract action arising from development of Utah's premier luxury golf community. Won declaratory judgment on all claims, dismissal of all counterclaims, and fee award.*
- Litigation counsel to multistate healthcare provider and hospital system, including the successful prosecution of two contentious, eight-figure payor contracting disputes, each resulting in a full recovery of both damages and fees and costs and a strategically beneficial reworking of payor contracting relationships.*
- Trial counsel for largest international fast-food franchising corporation in nine-figure lawsuit involving business disputes and tort claims. Obtained directed verdict following five-week jury trial, including on trademark infringement counterclaims.*
- Defense counsel for Big Four accounting firm in nine-figure case involving alleged improper valuation of healthcare conglomerate purchased by plaintiff. Successfully moved for summary judgment on some claims and prevailed on remaining claims following jury trial, resulting in verdict finding no liability or damages.*
- Defense counsel for international consumer goods company in case involving allegations of breach of contract and corporate disparagement and tens of millions in damages. Obtained dismissal with prejudice of all claims following summary judgment proceedings.*
- Trial counsel to BDO USA, LLP in nine-figure lawsuit alleging professional malpractice and breach of contract brought by former client involved in international jewelry manufacturing and sales. Obtained award of no liability and zero damages following four-week arbitration.*
- Lead litigation counsel for international automotive parts manufacturer in various post-bankruptcy actions. Successfully obtained dismissal of multiple actions in state and federal court against both pre- and post-bankruptcy entities.*

Intellectual Property Litigation

- Lead litigation counsel to groundbreaking drug development company in cross-border dispute pending in Delaware and Italy related to development of first-to-market pharmaceuticals.
- Lead litigation counsel for Crumbl, Inc. in copyright infringement matters pending in federal court.
- Lead litigation counsel for LiveRamp in trademark infringement and licensing dispute relating to software platform.
- Plaintiff's counsel to Route App, Inc. in cases involving breaches of restrictive covenants, tortious interference, and Lanham Act violations and alleging tens of millions in damages. Obtained ruling enforcing all restrictive covenants; litigation remains ongoing.*

- Plaintiff's counsel to California-based genomics company in trade secret and licensing dispute against Boston-based competitor involving cutting-edge genomics technology. Obtained favorable monetary settlement and long-term licensing deal following favorable early rulings and discovery.*
- Defense counsel to international medical products company in action for trade secret misappropriation, non-disclosure, and non-compete violations. Obtained highly favorable settlement and long-term licensing agreement following post-discovery mediation.*
- Lead litigation counsel to international software and telecommunications company in lawsuit for trade secret misappropriation, tortious interference, and violations of restrictive covenants. Obtained temporary restraining order and preliminary and permanent injunction followed by favorable settlement.*
- Lead litigation counsel to Ivanti, Inc. in litigation brought against competitor alleging patent infringement and trade secret violations and tens of millions in damages. Favorable settlement obtained following favorable early rulings and discovery.*
- Defense counsel for international, Fortune 500 telecommunications corporation in consolidated lawsuit involving claims of patent infringement to correct inventorship, breach of contract, and fraud and hundreds of millions in damages. Obtained summary judgment and dismissal of entire lawsuit following five years of litigation, including two appellate victories in the Federal Circuit.*
- Litigation counsel to Silicon Valley-based biotechnology company in high-profile consolidated multidistrict action for alleged infringement of cancer screening patents. Successfully defended motion for preliminary injunction and appeal of order denying same and obtained dismissal of all claims following order from Federal Circuit finding sister patents invalid.*
- Defense counsel to New York-based technology company in high-profile copyright infringement case brought by Utah broadcasters concerning cutting-edge live-streaming software.*
- Litigation counsel to New York-based financial services and securities company in copyright infringement action, resulting in favorable resolution and long-term licensing agreement.*
- Plaintiff's counsel to software company prosecuting patent infringement claims relating to aerial mapping technology and multiple method patents in lawsuit seeking recovery of nine-figure damages.*
- Defense counsel to Silicon Valley-based software and consumer products company in lawsuit alleging claims of patent infringement. Favorable settlement obtained following favorable early rulings and discovery.*
- Defense counsel to portfolio company in patent infringement matter brought against oil and gas distributor alleging infringement of multiple patents. Obtained dismissal following favorable Supreme Court decision in related case.*
- Plaintiff's counsel to educational technology company in actions involving breaches of licensing agreements and trade secret violations by competitors, resulting in highly favorable settlements and long-term licensing deals.*

Class Action and Multidistrict Litigation

- Litigation counsel to JUUL Labs, Inc. in multidistrict litigation involving alleged deceptive marketing and products liability claims and billions in alleged damages. Oversaw preparation of lead bellwether case for trial; obtained favorable settlement on eve of trial.*
- Defense counsel to an international Fortune 500 telecommunications company in multiple class action securities fraud and related shareholder derivative actions. Representation included ongoing advice and counseling of multiple executives and the board of directors concerning SEC regulatory and compliance matters and favorable judgments and dismissals with prejudice in multiple securities fraud and shareholder derivative lawsuits alleging in excess of \$1.3 billion in damages.*
- Defense counsel to international consumer products company in bet-the-company class action lawsuit involving claims for alleged violations of pyramid scheme laws and various torts and hundreds of millions in damages. Successfully defended class allegations and obtained denial of class status, resulting in savings of hundreds of millions of dollars.*
- Trial counsel for international nutritional supplement manufacturer and distributor in class action consumer fraud and false advertising lawsuit seeking hundreds of millions in damages. Obtained ruling limiting class and highly favorable class settlement shortly before trial.*
- Litigation counsel to Owlet Baby Care, Inc. in bet-the-company class action lawsuit alleging product defects, false advertising, and nine-figure damages. Obtained dismissal with prejudice following motion practice, resulting in zero liability.*

Regulatory

- Litigation counsel to international technology company in matter involving regulatory disputes and alleged violations of FTC Act and prior consent decree. Matter resolved favorably and with no

damages or penalties paid following months-long investigation and negotiation while in a litigation posture.*

- Litigation counsel to global payment solutions company on matters involving regulatory disputes and alleged violations of the FTC Act. Successfully prosecuted declaratory judgment action brought by the company against the FTC, resulting in favorable settlement and dismissal of the FTC's claims.*
- Outside and litigation counsel to international, publicly traded nutrigenomics company providing counsel and strategic advice to executives and board of directors on various regulatory matters, including securities, the FTC Act, and various international matters involving FCPA compliance.*
- Outside and litigation counsel to employee recognition software company on various regulatory matters, including FTC and competition issues.*
- Outside and litigation counsel to multistate healthcare provider and hospital systems on various matters involving regulatory compliance, including Sunshine Act and privacy disputes.*
- Outside and litigation counsel to Utah-based medical products company providing advice and strategy to executives and board of directors on various regulatory and litigation matters, including compliance with EPA regulations and the FTC Act, internal investigations, and unfair competition claims.*
- Outside and litigation counsel for international Utah-based sports and entertainment company in securities investigation and various related regulatory matters.*
- Outside counsel to international software company providing advice and representation on various regulatory and compliance matters, including FCPA compliance and unfair competition issues.*

Pro Bono

- Appointed by Seventh Circuit Court of Appeals as lead counsel to represent pro bono clients in two appeals involving significant, first-impression issues of constitutional and criminal law.*
- Appointed by Ninth Circuit Court of Appeals as lead counsel to represent pro bono client in civil rights lawsuit. Secured reversal of adverse district court decision and remand to district court for trial.*

*Denotes matters prior to joining Wilson Sonsini.

INSIGHTS

Select Publications

- Featured in “Big Law’s Biggest Lateral Hires of 2024,” *The American Lawyer*, February 18, 2025
- Quoted in “Employers Should Narrowly Tailor Noncompetes to Pass Scrutiny, Say Trade-Secrets Attorneys,” *National Law Journal*, September 11, 2024
- Author, Competition Law and Restrictive Covenants (Utah Chapter), *Practicing Law Institute*, 2024
- Featured in “Kirkland Group, Seeking Brand Recognition in ‘Silicon Slope,’ Moves to Wilson Sonsini,” *The American Lawyer*, May 29, 2024
- Featured in “How This Kirkland Partner Pushed Past a Flat Tire and Glitch Tech to Deliver a Winning Argument for Sotheby’s,” *The AmLaw Litigation Daily*, May 9, 2023
- Author, “In Dedication to Chief Justice Christine M. Durham,” 75 *Albany Law Review* 101, 2012
- Co-author with J.R. Holbrook and J.M., “Beyond ‘Thinking Like a Lawyer’ and the Traditional Legal Paradigm: Toward a Comprehensive View of Legal Education,” 86 *Denver Law Review* 381, 2009
- Author, “A Modern Disaster: Agricultural Land, Urban Growth, and the Need for a Federally Organized Comprehensive Land Use Planning Model,” 16 *Cornell Journal of Law and Public Policy* 57, 2006
- Author, “The Corporate ‘Person’: A New Analytical Approach to a Flawed Method of Constitutional Interpretation,” 37 *Loyola University Chicago Law Journal* 61, 2005
- Author, “A Defendant Has a Right to Seek Capital Punishment,” *Utah Law Review* 173, 2004

Select Speaking Engagements

- Presenter, “Ethical Considerations and Examples for In-House Counsel,” Wilson Sonsini CLE, June 25, 2025
- Roundtable Co-lead, “M&A From Both Sides: Best Practices for Acquirers and Targets,” L Suite GC Dinner Discussion – Salt Lake City, April 16, 2025
- Presenter, “The Current State of Competition Law (Federal and State),” and Moderator, “Fireside Chat with FTC Commissioner Melissa Holyoak,” Competition Law Seminar, Salt Lake City, April 2025
- Presenter, “Up the Ladder Reporting for In-House Lawyers,” Wilson Sonsini MCLE Program, December 12, 2024

- Presenter, “Restrictive Covenants and the FTC’s Non-Compete Rule: The Current State of Play and Preparing for the Future for In-House Counsel,” In-House Connect Webinar, September 11, 2024
- Trial Advocacy, S.J. Quinney College of Law, University of Utah, 2014-present
- Advanced Negotiation Skills/ABA Negotiation Competition, S.J. Quinney College of Law, University of Utah, 2012-2019
- Corporate Theory and Constitutional Rights, Loyola University Chicago School of Law, Spring 2006