

Eileen Hintz Rumfelt

Member

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Eileen Hintz Rumfelt is a member in the firm's Litigation Practice and concentrates her practice in the area of complex commercial litigation with a special focus on intellectual property litigation and white collar crime and corporate investigations. She also regularly advises her colleagues and clients on the management of eDiscovery issues in commercial litigation. Ms. Rumfelt represents both large and small national, regional and international companies in a variety of industries, including pharmaceutical, consumer products, banking and insurance. Her intellectual property practice spans a wide range of disputes, including trademark and trade dress infringement, trademark dilution, patent infringement, false advertising and unfair competition. Eileen is the Immediate Past Chair of the Defense Research Institute's (DRI) Intellectual Property Litigation Committee and was the Chair of its 2016 seminar. She has regularly contributed to the American Bar Association's Criminal Litigation Committee's Practice Points. Ms. Rumfelt has practiced in federal and state courts across the country, before the Federal Circuit, and in the International Trade Commission.

Ms. Rumfelt is ranked in *IAM Patent 1000*, which reports that clients recognized her as "well versed in complex litigations." She is "'respected and highly thought of' by peers in the field for her thought leadership when it comes to patent litigation issues, and is praised for being 'responsive, diligent and appropriately aggressive' when asserting her patrons' IP rights."

Before attending law school, Ms. Rumfelt worked in the field of public relations, focusing primarily on health education campaigns and pharmaceutical product launches.

Eileen is a member of the firm's Policy Committee. She was previously vice-chair of the Litigation Department and served as co-chair of the firm's Women's Network for several years from its inception in 2016 to 2023.

BAR ADMISSIONS

- Georgia

ACCOLADES

- *Best Lawyers®* "Lawyer of the Year" (Atlanta, Georgia) - Electronic Discovery and Information Management Law, 2026
- *The Best Lawyers in America®* - Commercial Litigation; White-Collar Criminal Defense; Electronic Discovery and Information Management Law, since 2023
- *Georgia Super Lawyers®* Rising Stars - Business Litigation, 2011, 2014-2016
- *IAM Patent 1000* - Bronze, 2022
- *IAM Patent 1000* - Silver, since 2023



PRACTICE AREAS

Emerging Business
Intellectual Property
Crisis Management
White Collar & Corporate Investigation
Business Litigation
Litigation
Life Sciences
Automotive

EDUCATION

- J.D., *High Honors*, Emory University Law School, 2006
 - Managing Editor, Emory Law Journal
 - Order of the Coif
 - Member, Legal Association for Women Students
- B.A., *with Distinction*, Journalism and Mass Communication, University of North Carolina at Chapel Hill, 1998

MEMBERSHIPS

- American Bar Association
- Defense Research Institute ("DRI") Intellectual Property Litigation Committee - Women in the Law Liaison, 2022-present; Committee Chair, 2020-2022; Vice Chair, 2018-2020; Seminar Chair, 2015-2016
- Georgia Association of Women Lawyers
- Georgia Intellectual Property Alliance (GIPA) - Board of Directors, 2022
- Litigation Counsel of America - Fellow, 2020-Present
- State Bar of Georgia
- Women in Technology - Board of Directors, 2020-Present
- Women in Technology - Women of the Year Awards, Judge, 2019
- WIT Connect Sponsorship Committee - Member, 2018

COMMUNITY

- Emory University School of Law, Negotiations - Adjunct Professor, Fall 2014-Present

EXPERIENCE

- Resolved before class certification multiple consumer class action lawsuits related to labeling and advertising claims for consumer dental product.
- Represented builder in False Claims Act investigation involving wage and hour certifications under the Davis Bacon Act. Government declined to intervene.
- Consulted multiple corporate clients on management of electronic discovery issues in federal and state litigation, responding to third-party subpoenas, and defensible collection and analysis of company documents and devices.
- Represented regional bank in Lanham Act litigation in the Southern District of New York.
- Represented German manufacturer which was the target of an investigation involving alleged falsification of product testing. No charges filed; and government declined to intervene in parallel False Claims Act case.
- Represented a leading consumer healthcare company in trademark infringement litigation in the Southern District of Florida.
- In government investigation, represented Middle East-based military food supplier accused of being a "war profiteer," particularly with respect to management of electronic discovery. No charges filed.
- Represented a national auto parts manufacturer in a dispute over multiple patents brought in the International Trade Commission.
- Resolved on summary judgment a patent dispute involving pharmaceutical products used for the treatment of acne, a decision that was upheld by the Federal Circuit on appeal.
- Assisted in the resolution of a complex, multi-forum trademark, trade dress and copyright infringement action involving an international dental products supplier.
- Tried to verdict defense of regional construction supplier in state law breach of contract and business tort litigation matter arising from development of facility.

