

ELLIS GEORGE CIPOLLONE

ELLIS GEORGE CIPOLLONE O'BRIEN ANNAGUEY LLP



Chris Arledge

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Chris Arledge is a Partner at Ellis George Cipollone O'Brien Annaguey LLP. He has been trying intellectual property and other complex business disputes for more than twenty years.

Chris has landed multimillion-dollar verdicts for plaintiffs in a wide range of cases involving patents, trademarks, licensing agreements, and other commercial disputes, as well as defense verdicts for defendants.

Chris's work has been praised by judges who presided over his trials:

- One (now-retired) federal judge described Chris's closing argument as "one of the best closing arguments [he has] seen in 40 years."
- A Superior Court judge declared that Chris's "cross examination of the plaintiff was the most riveting examination [he's] seen in any trial ... exquisite work."
- Another Superior Court judge said Chris's cross examinations in a two-month jury trial were "as good as anything I've ever seen. Your ability to keep control of the witness while also telling a story was something I don't think I've seen anybody else do. If I were still practicing, I would go to one of your classes or read your book."

Chris is an experienced and successful advocacy instructor. He is the co-author of the book *To Prove, To Please, To Move: Timeless Principles of Legal Advocacy*. Chris has taught trial advocacy and deposition skills around the world, including programs at some of the largest, most-prestigious law firms in the country. Chris is also a member of the faculty for the Advanced Advocacy Course for Barristers in Dublin, Ireland and for the Advanced International Advocacy Course at Oxford University in England. Chris has also taught the "Art of Persuasion for Lawyers" and "Taking and Defending Depositions" courses at Chapman University School of Law.

After years on the faculty for the National Institute for Trial Advocacy, Chris has developed his own trial-training program that he offers to bar associations, law firms, Inns of Court, and law schools. His program is a performance-based program where students learn to try cases by performing actual witness examinations, opening statements, and closing arguments. What separates Chris' program from other successful trial-training programs is the emphasis on using effective storytelling in all aspects of trial and a focus on creating and protecting the advocate's credibility.

Chris's articles on persuasion and trial advocacy have appeared in the *ABA Journal*, *Law360*, *California Lawyer*, *OC Lawyer*, and the *Daily*

Journal, and Chris was profiled on *Law360*'s "Trial Pros" series.

After graduating from law school at the University of Southern California, Chris clerked for the Honorable Charles Wiggins on the United States Court of Appeals for the Ninth Circuit and spent three years as an associate at O'Melveny & Myers before co-founding the law firm One LLP in Southern California. After 19 years at One LLP, Chris joined the partnership at Ellis George Cipollone O'Brien Annaguey LLP.

Sample First-Chair Trial Results

- A \$7 million jury verdict in a trade secret case.
- A \$4.3 million arbitration award in an international licensing dispute concerning the use of well-known soccer marks.
- A \$2 million jury verdict in a trademark counterfeiting case.
- A \$1.68 million judgment in a patent case. The jury confirmed the validity and enforceability of the patent, found the defendant's infringement to be willful, and granted the requested 15% royalty. The court granted a post-trial request for enhanced damages.
- A \$1.58 million arbitration award in a dispute over software development.
- A directed verdict in a multi-million-dollar trade dress dispute in federal court.
- A successful defense in a mass media defamation case involving a world-famous celebrity. The jury awarded only \$10,000 to a plaintiff who sought millions for, he claimed, falsely being called a drug dealer.
- An arbitration award granting the client an ownership interest in a television program.
- A defense verdict in a three-week jury trial in an intentional interference with contract case.
- A defense verdict in a two-month jury trial in a defamation case with \$80 million at stake. Chris came in just before trial to second chair the case and handle the key cross examinations. The trial judge later said those cross examinations were "as good as anything I've seen."

Chris believes that lawyers are, above all, called to persuade, and Chris therefore studies and teaches the principles of persuasion. He has taught the Art of Persuasion at Chapman Law School and has lectured on persuasion widely, to bar associations, Inns of Court, and law firms. Chris's first continuing legal education program on persuasion remains the highest-rated MCLE program ever offered by one of the major online MCLE providers. See participant feedback here: ([Link](#))

Chris handles all manner of complex business disputes, but he has special proficiency in intellectual property matters, particularly disputes over copyrights, trademarks, and trade secrets. In recent years, he has handled

disputes involving the intellectual property of celebrities like Madonna, Don Henley, Kobe Bryant, Bette Davis, and Perez Hilton.

Education & Background

- O'Melveny & Myers LLP: Litigation Associate.
- United States Court of Appeals for the Ninth Circuit: Law Clerk to the Honorable Charles Wiggins.
- One LLP: Co-founder and Managing Partner.
- University of Southern California, J.D.: Order of the Coif; Arthur Manella Scholarship winner (awarded to the top-ranked student in the class at the end of the first year); *Law Review*.
- William Jewell College, B.A.: *magna cum laude*.

Other Items of Interest

- In law school, Chris was selected by William Rehnquist, then Chief Justice of the United States Supreme Court, as one of only 11 law students nationwide to be granted an interview as finalists in the Chief Justice's clerkship-selection process.
- Chris has regularly been selected to the Southern California Super Lawyers list by *Super Lawyers* magazine.
- Chris has served as a Trustee of California Baptist University, where he has also taught constitutional law.
- Chris has served as the Chairman of the Board of Directors for Magnolia Memorial Park.
- Chris is a Brazilian Jiu-Jitsu black belt and instructor.
- Chris writes a weekly college-football column for WeAreSc.com called *Musings from Arledge*.

Reviews of Chris Arledge's MCLE programs on persuasion

- "Wow... what a great speaker... what we all aspire to." – Michael (,)
- "Shockingly good." – Caitlin (,)
- "Can't be improved. Presentation is as close to perfect as you can get!" – Ronald (,)
- "Excellent speaker. His presentation was a living example of some of the points he was making about exuding credibility and likeability as a speaker." – Kevin (,)
- "This was by far the best presenter I've seen on the CLE classes – I liked the fact that it was being presented in front of an audience. Really good." – Phillip (,)
- "This one today was PERFECT as to the material, the speaker and the accessibility – THANK YOU!" – Linda (,)
- "Best seminar I ever saw." – William (,)

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- "This was the best on-line lecture I've ever viewed." – Joseph (,)
- "This course was fantastic! phenomenal speaker, interesting topic, VERY well presented." – Joanna (South Orange, NJ)
- "This was the best online course I have ever had" – Jeffrey (,)
- "Logical and very well presented. A compelling message from a persuasive presenter." – David (San Diego, CA)
- "Great presentation!" – Bonnie (Fremont, CA)
- "he was actually interesting. told good stories. used good examples. animated. i can imagine he's a convincing trial lawyer. use more trial lawyers to teach these courses." – elsie (ATLANTIC BCH, FL)
- "every young ...and some not so young attorneys need to take this course." – MICHAEL (CALABASAS, CA)
- "The Speaker was very dynamic and engaging. Very practical tips on public speaking." – Marinna (Gardena, CA)
- "Good presentation." – Gregory (Kingwood, TX)
- "Liked his approach to staying authentic when talking to audiences. seems like common sense but so many lawyers are all about the ego ..." – Jennille (Dana Point, CA)
- "I thought this would be a speech class, but I was wrong. Best presentation I've heard/seen in some time." – Tom (Lewisville, TX)
- "XLNT!" – Robert (San Diego, CA)
- "He's very good. Good common sense approach. Easy to listen to." – Linda (Naperville, IL)
- "I thought Chris did a really good job. His program kept my interest. Good advice." – Linda (Naperville, IL)
- "This was perhaps the best CLE presentation from your company I've seen so far." – Frank (Glendale, NY)
- "No. It was very persuasive." – Hakan B. (New York, NY)
- "This course was fantastic! phenomenal speaker, interesting topic, VERY well presented." – Joanna (South Orange, NJ)
- "Very excellent" – Clifford (White Plains, NY)
- "Definitely the best speaker in this package." – Alexander (Staten Island, NY)
- "Excellent!" – jerome (,)
- "Important content, delivered with authority. Very good." – Ryan (,)
- "This was a fun course." – James (,)
- "Excellent teacher" – lawrence (,)
- "great presentation. really made me think.." – Stacie (,)
- "No. Instructor is excellent, easy voice and good instructions now and

- if needed at a later date. Hire him again.” – David (,)
- “None. The speaker was outstanding.” – George (,)
 - “Excellent speaker. His presentation was a living example of some of the points he was making about exuding credibility and likeability as a speaker. My brother who is also an attorney is dealing with the type of difficult personality the speaker was discussing. Very insightful and valuable information in this video.” – Kevin (,)
 - “Very good, practical tips for courtroom use.” – Nancy (,)
 - “I am in court every day. His lecture about the dangers of over-aggressive lawyering was excellent. I have witnessed all the pitfalls he described. His advice and suggested strategies reaffirm the importance of looking at the bigger picture in the context of litigation.” – meryem (,)
 - “Nice job. If all speakers followed his guidelines the world would be full of good speakers. But as I’m sure he knows a lot of the “stuff” you need to be a good speaker is genetic.” – Thomas R (Palatine, IL)
 - “This was very practical and well done presentation – best one I’ve seen; really practical information on how making a concession relates to persuasion principles of reciprocity. Also really thought the run down of how your “shark” behavior helps out the other side (case won’t settle, justifies bigger bills, etc.). Great stuff” – Phillip (,)
 - “This was by far the best presenter I’ve seen on the CLE classes – I liked the fact that it was being presented in front of an audience. Really good.” – Phillip (,)
 - “Chris is just an excellent presenter and listening to his presentation tips was a joy – great practical tips on presenting, and great reminders. Especially liked the tips on use of Powerpoint, connecting with audience, use of voice tone, eye contact.” – Phillip (,)
 - “Chris is a natural at these CLE courses – you should do as many as you can with him, and try to find others who can present their topics like him. Really great.” – Phillip (,)
 - “The presenter was a perfect model for the topic — he demonstrated, by his own persuasive efforts and bolstering of his own credibility, the main points he was making about strategic concessions. Also, he effectively explained why judges and clerks would tune out vitriol and “take no prisoners” presentations.” – Paul (,)
 - “Great” – Eric (,)
 - “Very practical, great background.” – Eric (,)
 - “Excellent.” – Eric (,)
 - “Practical (some common sense) information relayed in an engaging manner. Enjoyed.” – Jessica (,)
 - “Personally, I appreciated the movie references – they were right on – I even called the Bond Girl “Aerobics Physic Chic” with distain and I’m a

- blonde woman!" – Polly (,)
- "One of the best CLE's I have seen." – john (,)
 - "This was an excellent program. I actually wish this instructor had been in a classroom setting so that you could ask him questions." – Stephanie (,)
 - "Excellent presentation!" – Nancy (,)
 - "None....This was the best online course I have ever had" – Jeffrey (,)
 - "Great class; interesting examples — practical" – Jason (,)
 - "Outstanding!" – Ronald W (,)
 - "very well presented" – brian (,)
 - "Great presentation. . . ." – James (,)
 - "The presentation was very effective." – SASAN (,)
 - "He Was fantastic. Best video I've seen so far." – Jennifer (,)
 - "Mr. Arledge was a very engaging speaker" – Tara (,)
 - "Highly practical. He confirmed several techniques I have used when things have been very poor for my defendants." – Tara (,)
 - "This was one of the best presented courses that I have encountered." – Tara (,)
 - "awesome course- the best i have taken of MCLE. Usually i listen to these somewhat distracted but this speaker was engaging interesting and persuasive." – Brianna (,)
 - "None. Very personable presenter and easy to understand. Great." – Neil (,)
 - "Concise, intense, delightful, valuable, revealing presentation." – Barbara (,)
 - "Very compelling program. Kept my attention and contained extremely useful material." – Nancy (,)
 - "Excellent presentation." – George (,)
 - "very very interesting topic found it helpful" – george (,)
 - "This guy's a keeper" – Leonard (,)
 - "Excellent!" – Cassita (,)
 - "This guy is great. Obviously practices what he preaches." – Thomas (,)
 - "no, the most motivational speaker of the series!" – Richard (,)
 - "Excellent program." – Gary (,)
 - "none... very good delivery" – William (,)
 - "excellent" – Gary (,)
 - "I assume that this was directed to jury trials but the argument can be made that such matters can be directed to social interaction." –

Clarence (,)

- “very well done—and interesting—the speaker practiced what he preached” – Alvin (,)
- “A truly great explanation of the pitfalls and limits to verbal persuasion.” – Rick (,)
- “Very good presentation.” – Vi (,)
- “It was great. Well done presentation. Very practical and interesting.” – Mahin (Van Nuys, CA)
- “Very insightful and helpful information.” – Mahin (Van Nuys, CA)
- “Great speaker!!” – Artin (,)
- “Very good” – Olivia (,)
- “This was an excellent presentation. Important principles were discussed and then well illustrated.” – Eric (,)
- “He persuaded me that I should practice the art of persuasion.” – Dennis (,)
- “I kind of wish there would be a part 2, expanding further with more detail. This was a fun and informative course to experience and I enjoyed it immensely ” – Jennifer (,)
- “Can’t be improved. Presentation is as close to perfect as you can get!” – Ronald (,)
- “No...this guy is a no shit real trial lawyer. Great presentation.” – Michael (,)
- “I have none this was an excellent presentation” – Joseph (,)
- “Excellent” – Patty-Jo (,)
- “Good speaker. He made some basic issues (like “getting others to like you”) interesting in the trial-lawyer/jury context.” – Leopold (,)
- “dynamic speaker.” – Sherri (,)
- “Excellent presentation. Probably the best in this group of courses I have seen to date. Well done. ” – Steven (,)
- “very practical” – Bradford (,)
- “EXCELLENT!!!!” – Christina (,)
- “It was outstanding! Can’t think of one thing to improve it.” – Carol (,)
- “great presenter” – Mark (,)
- “Excellent!” – Elizabeth (,)
- “You should have him teach more CLEs for you.” – Elizabeth (,)
- “Very practical, and it’s the type of info that doesn’t get stale. The principles remain, only the techniques vary.” – David (,)
- “Persuasion is important and often overlooked.” – Zachary (,)

- "Thank you for a very informative lecture about a very elusive subject."
– James (,)
- "MY FAVORITE SO FAR. VERY ENGAGING " – Christian (,)
- "Very persuasive ..." – Alan (,)
- "None. It was excellent." – Shirley (,)
- "EXCELLENT SPEAKER!" – Matt (,)
- "Good job. Good and engaging speaker." – Daniel (,)
- "An excellent message excellently presented." – John (,)
- "Well done, Chris!" – Sarah (,)
- "Very engaging" – Margaret (,)
- "Great CLE" – Tehma (,)
- "The instructor was a fine public speaker, and the material most helpful. While the area is not "black letter law," it does affect the outcome of litigation just as much, and the presentation highlighted how to be more effective as an advocate." – Robert (,)
- "Wish more lawyers would watch this course. " – Christopher (,)
- "Excellent presentation" – Christopher (,)
- "One of the best CLE discussions I have ever seen. Great job! " – Robert (,)
- "EXTREMELY helpful!" – Valerie (,)
- "excellent" – robert (brooklyn, NY)
- "Good job and very interesting." – Andrew (,)
- "None – this one today was PERFECT as to the material, the speaker and the accessibility – THANK YOU!" – Linda (,)
- "Great CLE — many good points made, practical advice, and good reminders. Thanks!" – Kathy (,)
- "This speaker was very engaging." – John (,)
- "This speaker is awesome! Best of any of the presenters. Right on point. Captures his audience" – Lela (,)
- "No. It was very well done. " – Peter (,)
- "The presenter was excellent" – alan (,)
- "this was enjoyable." – Melinda (,)
- "has a very good energetic voice" – stacy (,)
- "Very engaging speaker- he also used clear and illustrative examples. " – Aaron (,)
- "Very enjoyable to watch and learn from." – Charles (Ona, WV)
- "Great speaker. Great presentation" – Joseph (,)

- “He was engaging and and held my attention with good examples and using voice inflection rather than monotone” – Carolyn (,)
- “I didn’t participate but he was very engaging and involved with the people in the lecture/ classroom” – Carolyn (,)
- “Best one I heard on this 6 pack of CLE’s.” – David (,)
- “Mr. Arledge is a very engaging and persuasive individual. I thoroughly enjoyed the course.” – Chris (,)
- “Most relevant seminar I have seen in quite some time!” – Bradley (,)
- “None. Best seminar I ever saw.” – William (,)
- “This speaker was awesome!” – April (,)
- “Extremely positive information. Reinforced what I have subscribed to throughout my career. Thanks for the validation.” – Judith (,)
- “Speaker was outstanding!” – Laura (,)
- “Wow... what a great speaker... what we all aspire to.” – Michael (,)
- “Good speaker. Good presentation.” – Robert (,)
- “This course needs wide distribution – we need to curb the attitude that has crept into the profession.” – Ramon (TAMPA, FL)
- “This was very interesting. The speaker was excellent and held my attention and presented interesting, useful material.” – Christy (,)
- “This program was EXCELLENT and very practical.” – Sharon (Middleburg Heights, OH)
- “THE SPEAKER KNEW HIS SUBJECT AND DID A FANTASTIC PRESENTATION” – spencer (,)
- “THIS WAS A WELL-THOUGHT OUT COURSE AND EXTREMELY VALUABLE TO ANY TRIAL LAWYER OR PUBLIC SPEAKER. GLAD I WATCHED AND LEARNED SOMETHING” – spencer (,)
- “Excellent presenter” – Ellis (,)
- “This speaker is great!!” – Leah (,)
- “Add more presentations from this speaker!!” – Leah (,)
- “Relevant and timely.” – Steven (,)
- “Very practical seminar — I enjoyed it very much!” – Clark (,)
- “This was the best on-line lecture I’ve ever viewed.” – Joseph (,)
- “Well done, tight, to the point, and excellent examples.” – John (,)
- “Best one of the pack!” – Betsy (,)
- “Very helpful, practical advice on handling argument on discovery motions. Great perspective.” – Peter (,)
- “Shockingly good.” – Caitlin (,)
- “He’s an excellent and engaging speaker!” – Lauren (,)

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- “Used a lot of real life examples.” – Matthew (,)
- “This speaker is very good. i have enjoyed his approach on several presentations.” – Meg (,)
- “Loved the reference to the Matthew McConaughey closing in A Time To Kill.” – Meg (,)
- “Dynamic presenter.” – DONNA (,)
- “Good common sense stuff presented by practical-minded instructor” – Bryce (,)
- “Informative. Nice presentation. Will take away points for my career. Thanks!” – Levi (,)