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BUSINESS



BOB SHALLIT

He has appeal: Local PR man **Scott Smith** hasn't given up in his trademark battle with the publisher of **Entrepreneur Magazine**. The nationally watched legal fight's been going on for five years. Smith, founder of Sacramento-based EntrepreneurPR, came up on the short end in the latest round, when a judge ruled his use of the word "entrepreneur" infringed on the magazine's mark.

Now he's appealing and has signed on a top-drawer firm, **McDonough Holland & Allen** of Sacramento, to do his bidding. Attorney **Glenn Peterson**, who's heading the effort, thinks Smith has a strong case.

He points to an earlier appeal court's ruling, which established the "law of the case" in a way that's favorable to Smith. The trial judge, in the recent ruling, "basically ignored" those guidelines.

Peterson is promising to bring the full weight of his firm to the fight. He has nothing but praise for **Jeff Kravitz**, the independent lawyer who was representing Smith. But, he says, "pound for pound, it's more of an even bout now."