

Patent Firm Rebrands, Names New Managing Partner

By Tracey Read

Law360 (March 11, 2026, 1:30 PM EDT) -- When Fabricant LLP was launched in 2020 at the height of the COVID-19 pandemic by a group of nine former BigLaw patent litigators based in Manhattan, the team quickly hit the ground running, working out of their homes.

"We sent everyone a computer, and we put up a website pretty quickly. We were so focused just on getting work done and trying to win cases and build out the firm, that we weren't very much focused on the marketing and PR aspects of the firm," founding partner Peter Lambrianakos told Law360 Pulse in an interview. "We just felt now is a good time to invest a little more and try to get [the] word out. I think we're pretty well known in our circles, but we thought that it made sense to make some changes and sort of refresh the brand."



Peter Lambrianakos

On Wednesday, the boutique intellectual property litigation firm announced that it has been renamed Fabricant Rubino Lambrianakos LLP, or FRL. In addition, the firm elected Lambrianakos to take over for Alfred Fabricant as its new managing partner.

Lambrianakos, along with name partners Fabricant and Vincent Rubino, practiced together at Brown Rudnick LLP before founding their own firm in New York City. Today, after less than six years of operation, the firm has offices in Rye, New York; Short Hills, New Jersey; Washington, D.C.; and Irvine, California — with a total of 19 attorneys. The firm's lawyers have secured substantial recoveries against many of the world's largest companies in disputes involving cutting-edge technologies, according to FRL's announcement.

In connection with the rebranding, the firm has also updated its website.

"We've moved on a lot from the COVID days," Lambrianakos said. "We thought that rebranding with all three of our names better reflects who we are and who we're going to be going forward. The name is really a reflection of the fact we are a trio who formed the firm and are continuing to marshal the firm into the future. Although I have the managing partner title, FRL is going to be managed in all of its important decisions by the group. But we're not changing our mission."

Fabricant Rubino Lambrianakos represents innovators and other patent holders in the courtroom against many of the world's largest companies in forums including the U.S. International Trade Commission, the U.S. Patent Trial and Appeal Board and federal courts.

On Monday, firm attorneys represented G+ Communications LLP, which claimed Samsung infringed on its standard-essential 5G wireless network patent, before a Texas federal circuit court. A Texas jury previously found that Samsung owes \$81 million for infringing, but the Patent Trial and Appeal Board later invalidated the patent.

"We have experienced explosive growth in our short time as a firm, with our headcount doubling and revenues outpacing even that trajectory," Rubino said in a statement. "The changes we are introducing today reflect our commitment to continuing that momentum and building a law firm that endures."

Lambrianakos said his job is to steer an orderly growth of the firm by finding the best talent in order to help clients get appropriate royalties for their patents.

"Lately, the policies out of Washington have allowed us to be even more successful in protecting our clients' patents," he said. "And so, we feel we have the wind at our back, as far as the climate for patent owners. Because our caseload is growing significantly, we've tripled our revenues since we were founded."

Meanwhile, the renamed firm will continue to embrace litigation finance as a tool to creatively fund litigation efforts, Lambrianakos said. Through its use of litigation funding, the firm said it has been able to abandon the hourly billing model.

"We think litigation funding is extremely important for many patent owners who need assistance if they want to take on some of the biggest companies in the world," Lambrianakos said. "Primarily, we do cases [that] are funded. We also do contingency work. Our firm, over the years, has really learned what a good case looks like, and there are times when we're willing to take more risk and take on cases on a contingency. So we're going to continue to look for the right opportunities to do that as well."

Fred Fabricant called Lambrianakos and Rubino exceptional lawyers and ideal stewards of everything the team has built together.

"This is the perfect time to celebrate the maturation of our firm: The legal landscape has rarely been more favorable for patent holders, and FRL is ready to seize the moment for them," he said in a statement.

--Additional reporting by Anne Cullen and Ryan Davis. Editing by Rich Mills.