

Content Makeover

LMA Los Angeles Chapter

Presented on: February 22, 2012

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The strongest drive
is not love or hate.

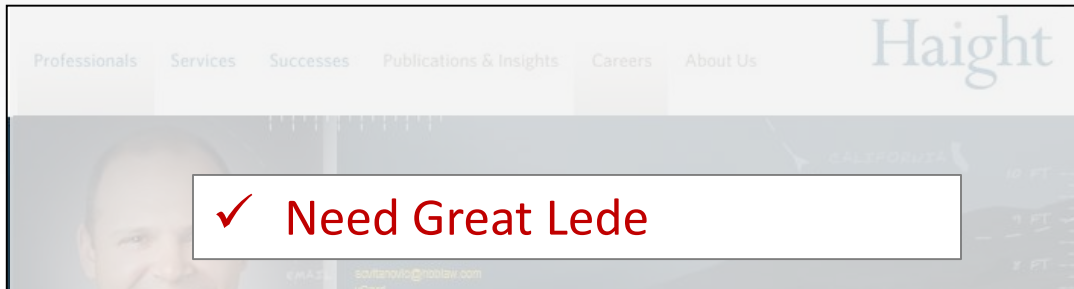
It is one person's need

modify, revise alter
to ~~change~~ another's copy.
rewrite amend
change except pieces

Up for Discussion

- Strong Openings
- Conversational Copy
- Telling a Story, Being Timely
- Attracting the Scanning Reader
- Using Content Hooks and Themes

Attorney Bio: Steven M. Cvitanovic



✓ Need Great Lede

In his trial counsel and defense of high-exposure construction claims, Steven M. Cvitanovic protects the interests and livelihoods of developers and contractors of residential, commercial and public projects.

of Haight Brown & Bonesteel's Construction Law Practice Group. Located in the San Francisco office, Mr. Cvitanovic has significant experience in the areas of construction law, commercial litigation, employment law and personal injury litigation.

For over fifteen years, Mr. Cvitanovic has specialized in defending high exposure construction claims on behalf of developers and contractors in residential, commercial and public projects. Current cases include several high rise condominium projects, several SB 900 claims involving residential subdivisions with 100+ homes, contract litigation involving stop notices and delays, and litigation involving site infrastructure. Mr. Cvitanovic also has the following significant experience:

- Construction litigation involving shopping centers, hospitals, apartments, movie theaters, schools, office buildings, and a multi-billion dollar government laser.
- Claims involving payment, performance and license bonds, and contractor compliance with Chapter 9 – Contractors – of the California Business and Professions Code.

Golden Gate University School of Law (J.D., 1992)
University of Arizona (BA, 1990)

Bar Admissions
California

Court Admissions
U.S. Court of Appeals, Ninth Circuit
U.S. District Court, California, Central District
U.S. District Court, California, Eastern District
U.S. District Court, California, Northern District
U.S. District Court, California, Southern District
U.S. District Court, District of Idaho
California State Courts

Attorney Bio: Steven M. Cvitanovic



✓ Use Present Tense

Currently, Mr. Cvitanovic is defending a developer in a more than \$40 million claim involving numerous defects, including inadequate unit ventilation, alleged by a 595-unit condominium. His typical representations often involve high-rise condominium projects and SB 800 claims related to residential subdivisions with more than 100 homes. He also handles numerous litigations, including stop notices and delays, and site infrastructure claims. Mr. Cvitanovic's additional areas of counsel include employment law and personal injury litigation.

schools, office buildings, and a multi-billion dollar government laser.

• Claims involving payment, performance and license bonds, and contractor compliance with Chapter 9 – Contractors – of the California Business and Professions Code.

U.S. District Court, California, Northern District
U.S. District Court, California, Southern District
U.S. District Court, District of Idaho
California State Courts

Attorney Bio: Steven M. Cvitanovic

- ✓ Use Headings
- ✓ Keep bullets short and scannable
- ✓ Focus on 1 or 2 'themes'

- Lead counsel in four trials since the year 2000. Lead counsel in a three-week jury trial involving the construction of components for a multi-billion dollar laser for the U.S. government and a one-week bench trial in a construction defect matter.

Overview | Publications | Experience

Mr. Cvitanovic is an "A-V" rated attorney (highest rating by Martindale-Hubbell) and leader of Haight Brown & Bonesteel's Construction Law Practice Group. Located in the San Francisco office, Mr. Cvitanovic has significant experience in the areas of construction law, commercial litigation, employment law and personal injury litigation.

For over fifteen years, Mr. Cvitanovic has specialized in defending high exposure construction claims on behalf of developers and contractors in residential, commercial and public projects. Current cases include several high rise condominium projects, several SB 800 claims involving residential subdivisions with 100+ homes, contract litigation involving stop notices and delays, and litigation involving site infrastructure. Mr. Cvitanovic also has the following significant experience:

- Construction litigation involving shopping centers, hospitals, apartments, movie theaters, schools, office buildings, and a multi-billion dollar government laser.
- Claims involving payment, performance and license bonds, and contractor compliance with Chapter 9 – Contractors – of the California *Business and Professions Code*.
- Consultation with and advising clients on indemnity agreements, insurance requirements, and other risk prevention devices.
- Lead counsel in four trials since the year 2000. Lead counsel in a three-week jury trial involving the construction of components for a multi-billion dollar laser for the U.S. government and a one-week bench trial in a construction defect matter.

Related Practices

Construction Law
Business Solutions
Employment & Labor
Elder Care

Education

Golden Gate University School of Law (JD, 1993)
University of Arizona (BA, 1990)

Bar Admissions

California

Court Admissions

U.S. Court of Appeals, Ninth Circuit
U.S. District Court, California, Central District
U.S. District Court, California, Eastern District
U.S. District Court, California, Northern District
U.S. District Court, California, Southern District
U.S. District Court, District of Idaho
California State Courts

Memberships

San Francisco Bar Association

Distinctions

Martindale Hubbell AV Rated

Attorney Bio: Steven M. Cvitanovic

Steven M. Cvitanovic
Partner

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TITLE
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San Francisco, CA 94105
PHONE: 415.281.7806
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ACHIEVEMENTS

WATER TEMP 45°

EXPERIENCE

Overview | Publications | Experience

Related Practices
Construction Law
Business Solutions
Employment & Labor
Elder Care

Education

California

Court Admissions
U.S. Court of Appeals, Ninth Circuit
U.S. District Court, California, Central District
U.S. District Court, California, Eastern District
U.S. District Court, California, Northern District
U.S. District Court, California, Southern District
U.S. District Court, District of Idaho
California State Courts

Memberships
San Francisco Bar Association

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- Construction litigation involving shopping centers, hospitals, apartments, movie theaters, schools, office buildings, and a multi-billion dollar government laser.
- Claims involving payment, performance and license bonds, and contractor compliance with Chapter 9 – Contractors – of the California Business and Professions Code.
- Consultation with and advising clients on indemnity agreements, insurance requirements, and other risk prevention devices.

✓ Infographic?

✓ Sectioned or “tabbed” bios

✓ Related content/horizontal links

Mark Smith & Wendy Ray Bios

It's no wonder that the Daily Journal legal newspaper selected Mark Smith as one of California's Top 75 employment law attorneys for 2011. Mr. Smith has played an instrumental and leading role in developing the preventive policies and practices adopted by California employers of all sizes, whether they are start-ups or multi-national corporations. His approach has saved many employers from falling into the legal snares and traps for which California employment law is famous.

- ✓ Re-tool as a more accessible, conversational narrative.

Mark Smith & Wendy Ray Bios

Mr. Smith's clients benefit from his keen, business-oriented counsel on executive separation, wage and hour, internal investigations and other sensitive matters in the Golden State. His heightened sense of detail lends itself well to reviewing and revising employment documents such as contractual agreements, policies, handbooks and procedures. Similarly, he is skilled in training management-level human resources employees in compliance and employment best practices.

✓ Re-work to shorten and fit narrative.

Mark Smith & Wendy Ray Bios

A member of the firm's Employment and Labor Law Practice Group since 1999, Mr. Smith's educational background in Human Resources Management and broad career

Mr. Smith's background in Human Resources Management and several years of senior management experience in the finance industry is an invaluable complement to his practice. He draws his insider savvy from more than a decade of advising employers as in-house employment counsel for a major health care manufacturer and as a counselor to employers in private practice. As a result of his well-earned reputation in the field, he is frequently asked to speak to employer groups and professional associations on a variety of employment law topics.

responsive resource as having their own in-house employment law attorney, and also works closely with the legal departments of national companies who need insight into California's employment laws.

✓ Break out long-winded sentence and re-focus


Mark Smith & Wendy Ray Bios

**MORRISON
FOERST**

About **People**

Overview Matters P

WENDY J. RAY



ASSOCIATE

Los Angeles, (213) 892-5446
wray@mfo.com
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Whether securing a complete defense verdict for a major manufacturer, prevailing on summary judgment in a bet-the-company case, or achieving a favorable settlement in a high-stakes patent dispute, Wendy Ray has developed a long track record of successfully handling the most complicated and challenging cases for her clients throughout the United States.

Her experience in intellectual property litigation is wide-ranging and she has advocated for clients in numerous patent infringement, trademark, copyright and trade secret cases jury trials and appeals. Her work has spanned the scope of litigation, from the earliest pre-filing investigations to preparing and filing complaints, conducting discovery and defending and filing motions.

the chambers of U.S. District Court Judge Robert J. Timlin of the Central District

✓ Re-tool as a more accessible, conversational narrative

✓ Tell a story

PRACTICES

Intellectual Property Litigation
Patent Litigation
Trademark

Ms. Ray serves on the executive committee and board of the California Women Lawyers and on the executive committee of the Intellectual Property and Entertainment Law Section of the Los Angeles County Bar Association. She received the Women's Information Network's Young Woman of Achievement

Albert Gidari Bio

Privacy

Privacy

At the leading edge of privacy law issues, Mr. Gidari has represented one of the world's biggest players, Google Inc., since 2006. In 2011, he negotiated the first-ever "privacy by design" consent decree with the Federal Trade Commission and the first EU Safe Harbor settlement, covering the company's Buzz social networking service. He also successfully settled multidistrict class action claims over Google Buzz.

✓ Prune the overgrowth

distinctive, not generic

Seattle
PHONE: 206.359.8688
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AGidari@perkinscoie.com
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design" consent decree with the Federal Trade Commission on behalf of Google Inc., in regard to the company's Buzz social networking service. The Consent Decree was the first FTC Privacy and EU Safe Harbor settlement and the first to include a comprehensive privacy program to implement the Decree. He also successfully settled claims relating to Google Buzz in a multi-district class action filed in federal court.

From 2010 to present, Mr. Gidari also has successfully represented Google in regard to its Wi-Fi collection activities via Streetview, defending the company before the U.S. Department of Justice, Federal Trade Commission, Federal Communications Commission, a multi-state Attorney General

Bar Admissions

- District of Columbia
- Washington

Court Admissions

- U.S. Supreme Court
- U.S. District Court for the Western District of Washington

Content Makeover

Albert Gidari Bio

Perkins Coie Legal Counsel to Great Companies®

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EXPERIENCE PRACTICES PROFESSIONALS OFFICES EVENTS NEWS/BLOGS THE FIRM DIVERSITY CAREERS

Paragraph Headings

- Privacy
- Security
- Internet & E-Commerce
- Professional Recognition
- Related Employment

✓ Break up long narrative profiles

✓ Use expertise areas for section names

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Download Resume

Practices

Privacy & Security
Communications
E-Commerce
Marketing & Advertising

From 2010 to present, Mr. Gidari also has successfully represented Google in regard to its Wi-Fi collection activities via Streetview, defending the company before the U.S. Department of Justice, Federal Trade Commission, Federal Communications Commission, a multi-state Attorney General inquiry, and globally in response to inquiries from Data Protection Authorities and other agencies.

His earlier successes include successfully defending Google in response to the 2009 FTC Cloud Computing inquiry in 2008 and in 2009 against a Department of Justice subpoena.

Education

- University of Washington School of Law, LL.M., 1994
- George Mason University School of Law, J.D., with distinction (top 1%), 1995
- Tulane University, B.A., History, 1978

Court Admissions

- U.S. Supreme Court
- U.S. District Court for the Western District of Washington
- U.S. Court of Appeals for the District of Columbia Circuit
- U.S. Court of Appeals for the Ninth Circuit


Content Makeover

Michael O'Callaghan

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"I resolve conflicts to minimize or eliminate business liability. Combining industry knowledge with current developments in the law protects my client's bottom line."

Michael T. O'Callaghan, Of Counsel

ATTORNEYS FOCUSED ON CALIFORNIA

Michael T. O'Callaghan, Of Counsel

333 South Grand Avenue, Suite 1700
Los Angeles, CA 90071

T: 213.437.4000
F: 213.437.4011

[Overview](#) [Experience](#) [News & Publications](#)

Representing a wide range of clients Michael O'Callaghan's practice focuses on complex construction, commercial, business, real estate, and personal injury litigation. He has substantial experience in bench and jury trials throughout southern California.

Up-to-Date Legal Knowledge Ber

Specializing in civil litigation, Mike suc cases including multi-million dollar dis developments in the law. Mike always protects his client's bottom line.

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Loyola Law School, J.D., 1993

Content Makeover

Michael O'Callaghan


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"I resolve conflicts to minimize or eliminate business liability. Combining industry knowledge with current developments in the law protects my client's bottom line."

Michael T. O'Callaghan
Of Counsel



Up-to-Date Legal Knowledge Benefits Clients

Specializing in civil litigation, Mike successfully counsels and defends his clients in mission-critical cases including multi-million dollar disputes. With a knack for educating clients on industry-specific developments in the law, Mike always protects his client's bottom line.

Focused on High-Exposure Commercial Litigation

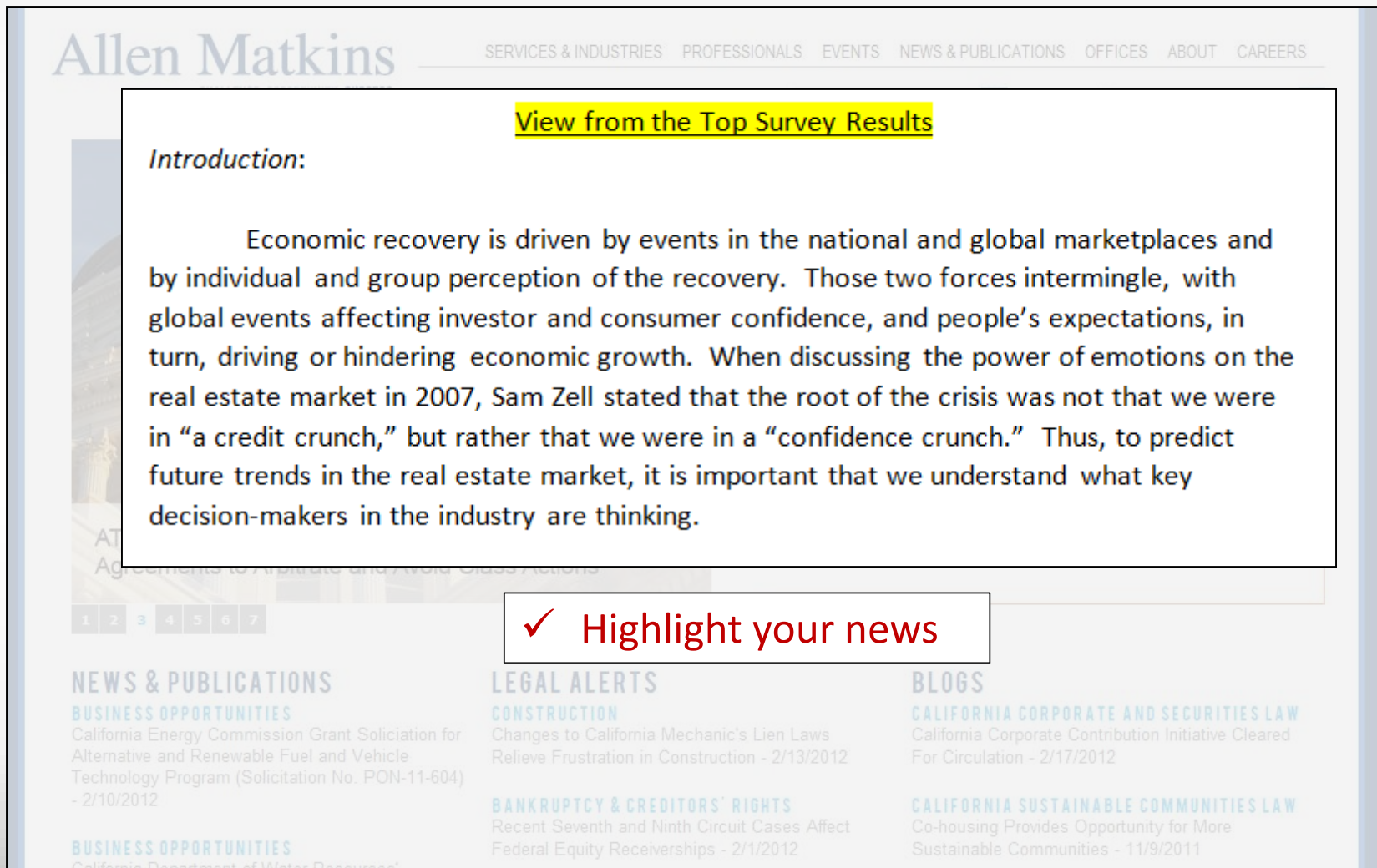
Mike counsels and defends his clients in mission-critical civil litigation including in multimillion-dollar disputes involving fraud, breach of contract and mold exposure injuries. His strong client communication skills and industry insights create value both in his legal representations and in his clients' businesses.

Up-to-Date Legal Knowledge

Specializing in civil litigation, Mike successfully counsels and defends his clients in mission-critical cases including multi-million dollar disputes. With a knack for educating clients on industry-specific developments in the law, Mike always protects his client's bottom line.

Georgetown University Law Center,
Graduate Studies in Taxation, 1994
Loyola Law School, J.D., 1993

“View from the Top” Survey



The screenshot shows the Allen Matkins website. At the top is a navigation bar with links: SERVICES & INDUSTRIES, PROFESSIONALS, EVENTS, NEWS & PUBLICATIONS, OFFICES, ABOUT, and CAREERS. The main content area features a large text box titled "View from the Top Survey Results" (highlighted in yellow). Below the title is an "Introduction:" section with a paragraph of text. To the left of the text box is a vertical image of a classical building. Below the text box is a horizontal navigation bar with numbered links 1 through 7. At the bottom of the page are three columns of content: "NEWS & PUBLICATIONS" with a sub-header "BUSINESS OPPORTUNITIES" and a link to a California Energy Commission grant solicitation; "LEGAL ALERTS" with sub-headers "CONSTRUCTION" and "BANKRUPTCY & CREDITORS' RIGHTS" and links to articles about California mechanic's lien laws and federal equity receiverships; and "BLOGS" with sub-headers "CALIFORNIA CORPORATE AND SECURITIES LAW" and "CALIFORNIA SUSTAINABLE COMMUNITIES LAW" and links to articles about corporate contribution initiatives and co-housing.

Allen Matkins

SERVICES & INDUSTRIES PROFESSIONALS EVENTS NEWS & PUBLICATIONS OFFICES ABOUT CAREERS

View from the Top Survey Results

Introduction:

Economic recovery is driven by events in the national and global marketplaces and by individual and group perception of the recovery. Those two forces intermingle, with global events affecting investor and consumer confidence, and people's expectations, in turn, driving or hindering economic growth. When discussing the power of emotions on the real estate market in 2007, Sam Zell stated that the root of the crisis was not that we were in "a credit crunch," but rather that we were in a "confidence crunch." Thus, to predict future trends in the real estate market, it is important that we understand what key decision-makers in the industry are thinking.

1 2 3 4 5 6 7

NEWS & PUBLICATIONS
BUSINESS OPPORTUNITIES
California Energy Commission Grant Solicitation for Alternative and Renewable Fuel and Vehicle Technology Program (Solicitation No. PON-11-604) - 2/10/2012

LEGAL ALERTS
CONSTRUCTION
Changes to California Mechanic's Lien Laws Relieve Frustration in Construction - 2/13/2012
BANKRUPTCY & CREDITORS' RIGHTS
Recent Seventh and Ninth Circuit Cases Affect Federal Equity Receiverships - 2/1/2012

BLOGS
CALIFORNIA CORPORATE AND SECURITIES LAW
California Corporate Contribution Initiative Cleared For Circulation - 2/17/2012
CALIFORNIA SUSTAINABLE COMMUNITIES LAW
Co-housing Provides Opportunity for More Sustainable Communities - 11/9/2011

“View from the Top” Survey

Allen Matkins

SERVICES

✓ Avoid repetition that doesn't add value

General Economic Drivers

Respondents' outlook on the economy is generally optimistic, with projections of slow growth in 2012 and a more hopeful vision for 2013. While respondents predict few changes in unemployment rates over the coming year, the forecast is brighter for the performance of the stock market during the same period, with more than half anticipating a slight rebound in the Dow Jones Industrial Average from 2011 to 2012. Nearly half of the respondents predict that the unemployment rate in California will finally begin to drop in 2013, with a less optimistic outlook for the rate nationwide.

- Respondents predict little improvement in national and California unemployment figures over the next two years, with the majority expecting the national rate to remain at current levels in that period and the rate in California to only begin to fall in 2013. Unfortunately, most respondents forecast few changes in unemployment rates, predicting that the national rate will remain between 8 and 10 percent over the next two years. The projections for California are even less promising, with almost 70 percent of respondents believing that the unemployment rate will be between 10 and 12 percent in September 2012. Half of respondents forecast that the rate will not improve for the following year, but 41 percent of respondents think that unemployment levels will drop in 2013 to between 8 and 10 percent.

“View from the Top” Survey

The screenshot shows the Allen Matkins website with a survey overlay. The website header includes the firm's name, tagline, and navigation links. The survey overlay, titled "Real Estate Drivers", contains a red checkmark and a statement about focusing on audience interests. Below the survey, the website content is visible, including a news article about the AT&T v. Concepcion Supreme Court decision and sections for legal alerts and blogs.

Allen Matkins
CHALLENGE. OPPORTUNITY. SUCCESS.

SERVICES & INDUSTRIES PROFESSIONALS EVENTS NEWS & PUBLICATIONS OFFICES ABOUT CAREERS

PROFESSIONALS SEARCH | Name or Service **GO** SITE SEARCH | Search **GO**

Real Estate Drivers

✓ Focus on the interests of your audience

Respondents are generally optimistic about the performance of the real estate market over the coming two years. While many expect 2012 to bring only modest changes to key market indicators--like rental prices and interest rates--respondents are more hopeful about 2013. The majority of survey respondents forecast that rental rates will increase in West Los Angeles and in San Francisco in 2013, with roughly a third forecasting a rebound in the commercial debt market in that year.

AT&T v. Concepcion Supreme Court Decision Upholds Agreements to Arbitrate and Avoid Class Actions

1 2 3 4 5 6 7

NEWS & PUBLICATIONS
BUSINESS OPPORTUNITIES
California Energy Commission Grant Solicitation for Alternative and Renewable Fuel and Vehicle Technology Program (Solicitation No. PON-11-604) - 2/10/2012

BUSINESS OPPORTUNITIES
California Department of Water Resources

LEGAL ALERTS
CONSTRUCTION
Changes to California Mechanic's Lien Laws Relieve Frustration in Construction - 2/13/2012

BANKRUPTCY & CREDITORS' RIGHTS
Recent Seventh and Ninth Circuit Cases Affect Federal Equity Receiverships - 2/1/2012

BLOGS
CALIFORNIA CORPORATE AND SECURITIES LAW
California Corporate Contribution Initiative Cleared For Circulation - 2/17/2012

CALIFORNIA SUSTAINABLE COMMUNITIES LAW
Co-housing Provides Opportunity for More Sustainable Communities - 11/9/2011

EXPERTISE AND CONNECTIONS TO HELP YOU CAPITALIZE ON OPPORTUNITY.

“View from the Top” Survey

Introduction:

View from the Top Survey Results

Economic recovery is driven by events in the national and global marketplaces and by individual and group perception of the recovery.

Those two forces intermingling, with global events affecting investor and consumer confidence, and people's expectations, in turn, driving or hindering economic growth. When discussing the power of emotions on the real estate market in 2007, Sam Zell stated that the root of the crisis was not that we were in a "credit crunch," but rather that we were in a "confidence crunch." Thus, to predict future trends in the real estate market, it is important that we understand what key decision-makers in the industry are thinking.



Despite the uncertainty stemming from dire news reports on the European sovereign debt crisis and on sluggish job creation in the United States, our View from the Top survey respondents are cautiously optimistic about the future. While respondents forecast few changes in the national and California unemployment rates, they are hopeful that the Dow Jones Industrial Average will rise over the coming year and that we will see a greater volume of real estate investment transactions in 2013.

Our results were gathered at the Allen Matkins View from the Top event on September 12, 2011, where we had more than 700 people in attendance. Attendees were asked to fill out this survey and we also sent a follow-up email to more than 2,800 real estate industry professionals on the invitation list.

The Highlights of the Allen Matkins 2011 View from the Top survey results include:

General Economic Drivers

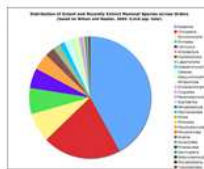
Respondents' outlook on the economy is generally optimistic, with projections of slow growth in 2012 and a more hopeful vision for 2013. While respondents predict few changes in unemployment rates over the coming year, the forecast is brighter for the performance of the stock market during the same period, with more than half anticipating a slight rebound in the Dow Jones Industrial Average from 2011 to 2012. Nearly half of the respondents predict that the unemployment rate in California will finally begin to drop in 2013, with a less optimistic outlook for the rate nationwide.

- Respondents predict little improvement in national and California unemployment figures over the next two years, with the majority expecting the national rate to remain at current levels in that period and the rate in California to only begin to fall in 2013. Unfortunately, most respondents forecast few changes in unemployment rates, predicting that the national rate will remain between 8 and 10 percent over the next two years. The projections for California are even less promising, with almost 70 percent of respondents believing that the unemployment rate will be between 10 and 12 percent in September 2012. Half of respondents forecast that the rate will not improve for the following year, but 44 percent of respondents think that unemployment levels will drop in 2013 to between 8 and 10 percent.
- Respondents predict that the stock market will rebound slightly over 2012. More than half of the respondents predict that the Dow Jones Industrial Average will rise over the next year. On Friday, September 9, 2011, the Dow Jones closed at 10,992.13, and 61 percent of the respondents thought the market would close at somewhere between 11,501 and 13,000 points on September 10 of the following year.

Real Estate Drivers

Respondents are generally optimistic about the performance of the real estate market over the coming two years. While many expect 2012 to bring only modest changes to key market indicators—like rental prices and interest rates—respondents are more hopeful about 2013.

The majority of survey respondents forecast that rental rates will increase in West Los Angeles and in San Francisco in 2013, with roughly a third forecasting a rebound in the commercial debt market in that year.



- The survey respondents predict few changes in rental rates in downtown Los Angeles and San Diego's North County during 2012 and 2013. Respondents forecast steady rental rates for downtown Los Angeles and San Diego's North County, with the majority predicting that rates would remain the same in those regions for the next two years.
- Respondents are hopeful about the rental market in West Los Angeles, predicting a gradual increase in rates over the next two years. The majority of respondents believe that rental rates in West Los Angeles will stay at the same levels over the next year, but 49 percent think rents in that area will increase by 5 to 9 percent from September 2012 to September 2013.

- The majority of respondents forecast that rental rates will rebound in San Francisco. Respondents are most optimistic about the rental rates in San Francisco, with around half predicting a modest increase of 5 to 9 percent for rates in the downtown and South of Market areas over the next two years.
- Respondents predict that interest rates for real estate loans will remain relatively stable over the next year. The majority of our survey respondents forecast relatively modest changes to interest rates for real estate loans in 2012, with 66 percent predicting that rates would either increase or decrease by 100 basis points rather than falling or jumping dramatically.
- While projections on the performance of the overall economy in 2012 hover between pessimistic and neutral, respondents are more optimistic that the situation will improve in 2013. The majority of respondents classify their outlook on the overall economy in the coming year as pessimistic or neutral, with 26 percent opting for pessimistic and 21 percent choosing neutral. The forecast for 2013 is brighter—23 percent of respondents are optimistic that the economy will significantly improve in that year, while 25 percent are neutral bordering on optimistic.
- Respondents predict steady interest rates for commercial office loans over 2012 and 2013. Around 70 percent of respondents anticipate a spread of 200 to 300 basis points for a 60 percent LTV, non-recourse acquisition loan on a Class A office building for credit-worthy borrowers over the next two years.
- While few respondents predict gains in the commercial real estate debt markets in the next year, those who answered our survey are more hopeful about 2013. Respondents are neutral on whether or not the commercial real estate debt markets will improve in 2012. However, roughly a third of those who responded are hopeful that the debt markets will recover in 2013, with a quarter remaining neutral bordering on optimistic.
- Respondents' optimism for 2013 is reflected with nearly half projecting a greater volume of real estate transactions at their companies in that year over 2012. Respondents forecast that real estate investments at their companies will remain steady in the coming year, with the volume of transactions only beginning to increase in 2013. Nearly half of those who answered our survey forecast that the volume of their company's real estate investments—both purchases and sales—would remain flat.

Retail Industry Group Description

<p>Perkins Coie</p> <h3>Retail & Consumer Products Overview</h3> <p>The competitive environment for retailers becomes more complex.</p>	<ul style="list-style-type: none">✓ Jazz up!✓ Be Timely & Concise
<p>With the retail industry changing as quickly as the Internet and growing as rapidly as international trade, the Number One Chambers Ranked Retail & Consumer Products industry group at Perkins Coie is at the forefront of those developments and has represented clients at the very cutting-edge of the industry and the law.</p> <p>For more than 100 years, we have advised some of the world's best known and most admired companies in nearly every sector imaginable from apparel to toys and games to high-technology and food and beverages. With a business-oriented approach focused on protecting and promoting the business of our clients, our interdisciplinary group has handled some of their most sophisticated and complex needs. Our work has spanned intellectual property to real estate and finance, E-commerce, product liability, labor and employment and bankruptcy and tax. That why our retail industry clients rank us Number One.</p>	
<p>E-Commerce Labor & Employment Trademark & Copyright Patent Intellectual Property Bankruptcy & Workouts</p>	<p>Internet Tax Matters</p> <p>We have represented some of the most significant e-tailers in a variety of matters, including retail sales tax collection obligations, catalog and Internet sales, application of sales tax to the purchase of consumables, and capital assets and property tax disputes for big-box retailers and mall owners.</p>

Foodborne Illness Practice Description

Foodborne Illness Litigation Practice Group Description

More than ever, America's food industry has faced claims that its products have harmed consumers. And those claims have spawned new state and federal legislation aimed at the industry, as well as innumerable lawsuits, enforcement actions and class actions.

Here at Murchison & Cumming, our Foodborne Illness Litigation group boasts many years of experience in successfully representing restaurants, manufacturers, suppliers, distributors and retailers. At the same time, we have acquired an insider's perspective of the latest developments, technologies and best practices in the industry – all with a business-oriented approach aimed at preventing risks and mitigating harm.

Our firm's broad stable of professionals have handled claims personal injury, product liability, mass tort and class action claims in arbitration and mediation as well as in state and federal courts. And we have long worked closely with regulatory agencies on food safety and outbreak issues. Likewise, we have helped our clients avoid risks altogether by providing well-reasoned advice and counseling on compliance, training, insurance and investigations.

✓ **Make it Sing by Letting it Flow**


MoFo Los Angeles Office Profile

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FOERSTER**


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LOS ANGELES




555 West Fifth Street
Suite 3500
Los Angeles, CA 90013-1024
P (213) 892-5200
F (213) 892-5454



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Office Administration: [Jennifer Herman](#)
[Our Los Angeles Attorney Team](#)



In our Los Angeles office, more than 80 attorneys counsel clients with business interests and operations across Southern California and beyond. Many companies driving the regional economy and market-leading industries are among our clients, including:


- Financial institutions
- Venture and institutional investors
- Fortune 500 companies
- Technology companies
- Real estate
- Entertainment companies

Areas of MoFo's legal services in Los Angeles include [transactional](#), [regulatory](#), [real estate](#), [employment](#), [patent](#), and [litigation](#).


Litigation

With the growing prevalence of litigation in LA, our resident litigation and trial teams are particularly active in disputes involving issues in [intellectual property](#), [private securities](#), [employment and labor](#), [white-collar criminal defense](#), [class action](#), and franchise defense work.

litigation, [employment and labor](#) litigation, [white-collar criminal defense](#) work,



Managing Partner
[Gregory B. Koltun](#)



Office Administration
[Jennifer Herman](#)

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SAN FRANCISCO
WASHINGTON D.C.

ASIA + EUROPE

BEIJING
BRUSSELS
HONG KONG
LONDON
SHANGHAI
TOKYO

✓ Specifics
Customize
Content

Los Angeles

In our Los Angeles office, more than 80 attorneys counsel clients with business interests and operations across Southern California and beyond. Many companies driving the regional economy and market-leading industries are among our clients, including:

- Financial institutions
- Venture and institutional investors
- Fortune 500 companies
- Technology companies
- Real estate
- Entertainment companies

Areas of MoFo's legal services in Los Angeles include [transactional](#), [regulatory](#), [real estate](#), [employment](#), [patent](#), and [litigation](#).

Litigation

With the growing prevalence of litigation in LA, our resident litigation and trial teams are particularly active in disputes involving issues in [intellectual property](#), [private securities](#), [employment and labor](#), [white-collar criminal defense](#), [class action](#), and franchise defense work.

Financial Institutions

MoFo's Los Angeles attorneys advise on a range of financing transactions, including complex financings for established and emerging companies negotiating financings. Our financial clients include domestic and foreign banks, credit card and other payment systems companies, savings associations, industrial loan companies, and other financial institutions.

Patent Counsel

Los Angeles patent lawyers regularly advise on patent prosecution and patent strategy matters. We represent inventors, investors, and companies developing and using electronic, semiconductor, electromechanical, and software technologies.

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Product Liability Practice Description

For product manufacturers, distributors and retailers, today's global economy brings never before seen litigation challenges that can have devastating impacts on both reputation and viability. Haight Brown & Bon

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At Haight we understand that to properly defend a product manufacturer, our attorneys must have in-depth knowledge of the design and manufacturing process, including testing and quality control programs, associated with a given product. Whether crawling under a railcar in Wyoming during winter to learn about brake rigging, riding all-terrain vehicles on a client's test course, climbing up a 100-foot crane, or walking through a personal watercraft manufacturing facility, our attorneys learn and intimately understand the products or devices we defend. We also emphasize a "team" approach with our clients as we understand that achieving great results cannot be done without the support and involvement of our clients.

✓ Find the distinguishing aspect of your practice and lead with it.

From offices located throughout the State of California state trial and appellate courts bringing a common sense along with a sensitivity for local needs. When trial is unavoidable, our Product Liability Group draws on decades of experience gained through thousands of adversarial proceedings. While we emphasize cost effective and efficient case management tailored to our client's needs, we are always alert for reasonable settlement opportunities. But, where litigation and trial are in our client's best interests, we employ an aggressive, strategic approach to achieve the best results possible.

Attorneys in our Product Liability Practice Group have extensive experience in a wide variety of products and industries, including:

- agricultural equipment
- all-terrain vehicles
- automotive, including warranty
- building materials
- construction equipment
- consumer products
- cranes and aerial devices

Product Liability Practice Description

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Our attorneys have been asked by clients to defend matters in 30 different states, from metropolitan areas such as New York and Philadelphia, to more rural areas in Southern Alabama and Eastern Kentucky. Our attorneys also serve as both National and Regional counsel for many of our clients.

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✓ A number of small edits can make a big difference in impact.

Product Liability Practice Description

<p>Professionals</p> <p>TOWER</p> <p>MAXIMUM H 245 FEET</p> <p>MAXIMUM W 230 FEET</p> <p>MAXIMUM L 19.3 TONS (18 METRIC TONNES)</p> <p>MAXIMUM W 20 TONS (18.3 METRIC TONNES)</p> <p>SERVICE</p> <p>Product</p> <p>For product man never before seen reputation and vi most accomplish 500 companies o products from a</p> <p>Our attorneys ha metropolitan are Alabama and Eas counsel for many</p> <p>At Haight we und must have in-dep</p>	<p>For product manufacturers, litigation challenges that ca Bonesteel's product liability attorneys routinely defend exposure litigation involving</p> <p>Our attorneys have been as areas such as New York and Kentucky. Our attorneys als</p> <p>At Haight we understand th depth knowledge of the des programs, associated with learn about brake rigging, r or walking through a person understand the products or we understand that achiev clients.</p> <p>From offices located throug state trial and appellate cou along with a sensitivity for decades of experience gain effective and efficient case settlement opportunities. B aggressive, strategic appro</p> <p>Attorneys in our Product Li and industries, including:</p> <ul style="list-style-type: none"> • agricultural equipm • all-terrain vehicles • automotive, includi • building materials • construction equipr • consumer products • cranes and aerial d 	<p>At Haight we understand that to properly defend a product manufacturer, our attorneys must have in-depth knowledge of the design, manufacturing, testing and quality control associated with a given product. Whether crawling under a railcar in a Wyoming winter to learn about brake rigging, riding all-terrain vehicles on a client's test course, or climbing up a 100-foot crane, our attorneys learn and intimately understand the products or devices we defend.</p> <p>Today's global economy brings never before seen litigation challenges that can have devastating effects on the reputation and viability of product manufacturers, distributors and retailers. Haight's Product Liability Practice Group is one of the most accomplished in the Western U.S. Our attorneys routinely defend Fortune 500 and international companies in high-risk, high exposure litigation involving products from a wide range of industries.</p> <p>We also emphasize a "team" approach with our clients as we understand that achieving great results cannot be done without their support and involvement.</p> <p>Our attorneys have been asked by clients to defend matters in 30 different states, from metropolitan areas such as New York and Philadelphia, to more rural areas in Southern Alabama and Eastern Kentucky. Our attorneys also serve as both National and Regional counsel for many of our clients.</p> <p>From offices located throughout California, our attorneys defend cases in federal and state trial and appellate courts, combining a common sense approach earned through national experience with a sensitivity for local needs. When trial is unavoidable, our group draws on decades of experience with thousands of adversarial proceedings.</p> <p>While we emphasize cost effective and efficient case management tailored to our client's needs, we are always alert for reasonable settlement opportunities. But when litigation and trial are in our client's best interests, we employ an aggressive, strategic approach to achieve the best results possible.</p> <p>Attorneys in our Product Liability Practice Group have extensive experience in a wide variety of products and industries, including:</p> <ul style="list-style-type: none"> • agricultural equipment • all-terrain vehicles • automotive, including warranty
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Perkins Coie Case Study

CLIENT CASE STUDIES

Perkins
Coie

■ Anthera Pharmaceuticals, Inc.

ANTHERA PHARMACEUTICALS, INC.

Anthera Pharmaceuticals, Inc. is a Hayward, CA-based publicly traded biopharmaceutical company. Launched in 2005, the company focuses on clinical development of novel medicines to treat serious human illnesses, including cardiovascular and autoimmune diseases.

As the company has grown through multiple funding rounds, including its IPO in March 2010, Perkins Coie has provided ongoing counsel to protect and monetize Anthera's intellectual property assets.

Counsel Provided:

- Patent procurement
- Patent and regulatory counseling
- Due diligence on:
 - Large patent portfolio licensings
 - Potential partnership agreements

We advise Anthera on IP protections related to strategic agreements and alliances. This includes conducting the initial due diligence to evaluate the strength of a large IP portfolio belonging to Eli Lilly and Shionogi relating to sPLA2 inhibitors. For Anthera's \$36.7 million IPO, Perkins Coie assisted corporate counsel with appropriate IP descriptions for use in SEC filings and investor education materials.

Outcome:

Currently, Anthera Pharmaceuticals trades with a market capitalization of \$271 million and has three drugs in late-stage clinical trials, which is generating interest from the life sciences and investing communities. Perkins Coie's strong working relationships with the company's scientists and business development team has led to our engagement with a series of potential partners on Anthera's behalf. The company continues to rely upon Perkins Coie to protect research, enforce patents and support commercialization of its developing IP portfolio.

als, Inc. is a biopharmaceutical company and commercializing products to treat ing cardiovascular and autoimmune representing Anthera Pharmaceuticals; intellectual property matters.

al due diligence to evaluate the strength belonging to Eli Lilly and Shionogi relating owing our evaluation, Anthera entered e with regard to these portfolios, and on of patents/applications therein. /Shionogi portfolios, Anthera has been mpounds for use in the treatment of and other indications. During this process, r with Anthera's scientists and business tailor Anthera's IP portfolio to fit its ulatory strategy. To that end, we have a series of second-generation patent ed advice relating to various regulatory IP. Throughout the drug development ed with a series of potential partners on ing both financing and pharmaceutical se interactions, we have assisted potential elligence activities on Anthera's IP portfolio.

cent \$36.7 million IPO we assisted unsel prepare appropriate descriptions for use in SEC filings and investor

Education materials.

Top Tips Takeaway

- For the Web, think horizontal not vertical
- Tell a Story
- Specifics Engage Readers, Distinguish Firm
- Short Words, Short Sentences, Short Paragraphs
- Want it Fresh? Start from Scratch

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