

SHEPPARD MULLIN ENTERTAINMENT & MEDIA PARTNER, BEN MULCAHY, ADDRESSES BRANDED ENTERTAINMENT AT PREMIER ADVERTISING LAW INDUSTRY EVENTS

Sheppard, Mullin, Richter & Hampton LLP is pleased to announce that partner Ben Mulcahy will be speaking on advertising law at two major industry events in December: The 26th Annual Promotion Law Marketing Conference on December 2 and 3 in Chicago and The 14th National Advanced Corporate Counsel Forum on Advertising Law on December 13 and 14 in New York.

At the PMA event, entitled, "Reality Check: From Promotion Apprentice to Master of the Game," Mulcahy will speak on a panel which covers "Branded Entertainment: Giving Your Brand the Big Makeover" with Joseph Kim, Pepsico counsel, and Joey Carson, COO of Bunim Murray Productions. Mulcahy also serves on the PMA Government and Legal Affairs Committee.

Later in December, Mulcahy will participate in a panel at the ACCF event entitled "Promotional Tie-Ins and Branded Entertainment: Practical Strategies for Protecting Your Client." Other panelists are Michael Oxman with Jam International Partners and Michael Luisi with Miramax Films. Topics to be covered include: seeking promotional partners, documenting the creative process, and determining the value of the promotion.

Sheppard Mullin has been at the forefront of promotional tie-ins and branded entertainment, both on the producer's side and on the side of major advertising brands. Mulcahy and Robert Darwell, co-chair of the Entertainment and Media group, lead the firm's advertising law practice, which operates under the duo's "Covering Your Ads" service mark.

Since the firm opened a New York office two months ago, Mulcahy and Darwell began dividing their time between the new office and the firm's office in Century City. Sheppard Mullin has a team of more than 20 lawyers throughout the firm who practice in the field, handling regulatory, compliance, transactional and litigation advertising law matters.

Sheppard Mullin's advertising law group is responsible for publishing a quarterly newsletter, adbriefs, which covers current legal issues affecting the advertising industry. Additionally, the firm's advertising law group has developed a network of relationships with advertising lawyers in more than 35 countries to handle global advertising legal matters such as its recent oversight of the David Bowie/Audi Mash Up Contest and other major online and offline promotional initiatives.

About Sheppard, Mullin, Richter & Hampton LLP Sheppard, Mullin, Richter & Hampton LLP is a full service AmLaw 100 firm with more than 425 attorneys in nine offices located throughout California and in New York and Washington, D.C. The firm's California offices are located in Los Angeles, San Francisco, Santa Barbara, Century City, Orange County, Del Mar Heights and San Diego. Sheppard Mullin provides legal expertise and counsel to U.S. and international clients in a wide range of practice areas, including Antitrust, Corporate and Securities; Entertainment and Media; Finance and Bankruptcy; Government Contracts; Intellectual Property; Labor and Employment; Litigation; Real Estate/Land Use; and Tax, Employee Benefits, Trusts and Estate Planning. The firm was founded in 1927.