

SHEPPARD MULLIN LAUNCHES VIDEO GAME INDUSTRY BLOG

Sheppard, Mullin, Richter & Hampton LLP has launched a Video Game Industry Legal Blog (www.lawofthelevel.com). The online resource focuses on issues important to the gaming sector.

The blog is written and managed by an editorial team comprised of a group of Sheppard Mullin attorneys whose practices focus on areas that impact the game industry. The interdisciplinary team of attorneys includes lawyers based in most of the firm's eleven offices, and represents a variety of practice groups, including Intellectual Property, Entertainment and Media, Business Trial, Corporate, and Labor and Employment.

"The idea to launch a game blog was conceived by associate Shawn Foust, based on his interest, enthusiasm, and desire to create a formal online resource aligned with the team that he leads," commented Vickie Spang, Sheppard Mullin's CMO. "We now have sixteen blogs providing legal updates and analysis, which showcase the firm's industry knowledge and expertise."

Foust is an avid gamer and draws upon an understanding of games developed through years of playing and studying interactive entertainment. His practice is devoted to tackling the cutting edge legal issues facing businesses in the entertainment, new media, and technology industries. Sheppard Mullin has represented video game clients Activision, Electronic Arts, Sony Online Entertainment, World Poker Tour, and Zeebo, among others.

"We are thrilled to launch a blog for the game industry, which addresses the full range of unique issues game companies face," observed Foust. "Our team is able to draw upon deep institutional experience to provide industry updates and commentary, which impact our clients' businesses, products, and services."

Sheppard Mullin's first blog, which covers the area of Antitrust, was launched in 2003. The firm's other blogs include: Advertising & Promotions Law, Art Law Gallery, Bankruptcy and Restructuring, China Law Update, Corporate and Securities Law, ESOP Law, FCC Law, FDA, Fashion and Apparel Law, Financial Institution Law, Government Contracts, Intellectual Property, Labor and Employment Law, Real Estate and Construction Law.

About Sheppard, Mullin, Richter & Hampton LLP

Sheppard Mullin is a full service AmLaw 100 firm with more than 560 attorneys in 11 offices located throughout California and in New York, Washington, D.C. and Shanghai. The firm's California offices are located in Los Angeles/Century City, Los Angeles/Downtown, Orange County, San Diego/Del Mar, San Diego/Downtown, San Francisco, Santa Barbara and Silicon Valley. Founded in 1927 on the principle that the firm would succeed only if its attorneys delivered prompt, high quality and cost-effective legal services, Sheppard Mullin provides legal counsel to U.S. and international clients. Companies turn to Sheppard Mullin to handle a full range of corporate and technology matters, high stakes litigation and complex financial transactions. In the U.S., the firm's clients include more than half of the Fortune 100.