

Hopkins gets deals with national companies

BY STEPHEN NELLIS
Staff Writer

Behind every great deal is a facilitator, and Tom Hopkins is one of Santa Barbara's most prominent. Hopkins is a partner in the corporate practice group in Sheppard Mullin Richter & Hampton's Santa Barbara office. He's also the leader of the mergers and acquisitions team at Sheppard Mullin, which, as a firm, includes 515 attorneys, nine offices across the United States and one in Shanghai, China.

In 2007, Hopkins represented The FRS Co., then based in Carpinteria, while it secured \$25 million in a Series A Preferred financing round led by Oak Investment Partners. He also represented The FRS Co., which makes a health-oriented energy drink, in a product endorsement deal with seven-time Tour de France champion Lance Armstrong, a sports mega-star and cultural icon.

Hopkins also facilitated a deal between West Hollywood-based Archetype Media and Redpoint Ventures, which has offices in California and China. Archetype Media, headed by Kurt Johnson, the one-



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Tom Hopkins of Sheppard Mullin Richter & Hampton's Santa Barbara office represented millions of dollars in deals in 2007.

time head of Fastclick, which was acquired by Westlake Village-based ValueClick, plans to focus on reaching social media audiences with on-line advertising. In addition, Hopkins helped GoGii Games get acquainted with venture giant Kleiner Perkins Caufield & Byers, helping position the company for funding.

Though it wasn't exactly a "deal"

yet, Hopkins spent a good portion of 2007 relocating Sydney, Australia-based Mobile Messenger to the United States and making the transition as tax-efficient as possible. The move, Hopkins said, was in preparation for a funding or acquisition.

Hopkins isn't new to big deals. In the past he's represented the follow-

ing: Fidelity National Financial in its acquisition of ATM Holdings, the Boeing Co. in its \$1.7 billion acquisition of Aviall, Primedex Health Systems in its \$221 million acquisition of Radiologix, JAMDAT Mobile in its \$680 million merger with Electronic Arts and Fastclick in its initial public offering.

Tom Hopkins

Hopkins was named one of the Best Lawyers in America in 2008 and a leading M&A lawyer by The Legal 500 United States for 2007.

Name: Tom Hopkins

Employer: Sheppard Mullin Richter & Hampton

Location: 1111 Chapala St., Santa Barbara

Major clients represented in 2007: The FRS Co., Archetype Media, GoGii Games

Organizations:

- President of the Association for Corporate Growth, 101 Corridor Chapter
- Mentor with UCSB's Technology Management Program

- Deal Master -



Dealmakers of the Year

“The “Deal Masters” category focuses on leaders in one of several categories of professionals who help facilitate the big deals that are a hallmark of tri-county business.