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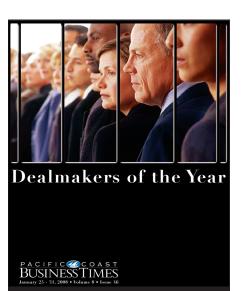
# Hopkins gets deals with national companies

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-





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

time head of Fastlclick, which was acquired by Westlake Village-based ValueClick, plans to focus on reaching social media audiences with online 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-

## **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 -

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.

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.