

### Sheppard Mullin Welcomes Prominent Intellectual Property Attorney, Craig Cardon

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Sheppard, Mullin, Richter & Hampton LLP announced that Craig Cardon has joined the firm as partner in the Intellectual Property Practice Group in the San Francisco office, effective today. Cardon, most recently with Squire Sanders & Dempsey in San Francisco, focuses his practice on intellectual property, e-commerce, media, entertainment and advertising counseling and litigation.

Tim Epp, Chair of the Intellectual Property Practice Group, said, "We're extremely pleased that Craig will be joining us, and he will be a superior strategic fit with our existing intellectual property practice. We are now able to offer our Bay Area clients a full-service intellectual property practice. Additionally, Craig's addition in our San Francisco office serves as an extension of our Southern California-based entertainment and media practice."

Offered Cardon, "I'm thrilled to be joining Sheppard Mullin's robust and expanding intellectual property practice. I couldn't ask for a better platform, with the premier institutional entertainment and media practice. It didn't take me long to conclude that Sheppard Mullin was the right place for my intellectual property, media, entertainment and advertising practice. Lawyering is about expertise and a client service culture. Sheppard Mullin clearly exemplifies this."

With extensive experience in domestic and international intellectual property, advertising and e-commerce matters, Cardon has counseled clients on a variety of technology, Internet and content disputes, as well as online business structures. In concentrating on the unique issues of technology-based startup companies, he has advised on a variety of matters, including copyright, trademark, patent, and anticounterfeiting. Additionally, Cardon has wide-ranging experience with entertainment and media entities. His practice includes film, television and music ownership, financing, production, and licensing matters and disputes, as well as traditional and new media advertising issues.

Cardon has worked with most of the major film studios, major U.S. and European satellite broadcasters, and clients such as Pedro Almodovar, Canal Satelite, Ameriquest, Williams-Sonoma, ViaDigital, Blumberg Capital, Best Western, BCBG, Media Pro, Multivision,, Blacklist Films, and Esperanza Films.

Cardon has handled production matters or disputes for a variety of feature films and television programs, including the recent Oliver Stone documentaries "Persona Non Grata" and "Comandante", Pedro Almodovar's "Talk to Her", "All About My Mother" and "Women on the Edge of a Nervous Breakdown", this fall's "My Life Without Me", Academy Award-nominated director Dee Mosbacher's "Radical Harmonies" and "No Secret Anymore", as well as films currently in production.

Cardon received his law degree from Loyola Marymount University in 1993, and his undergraduate degree from the University of California, Los Angeles in 1989. He is admitted to practice in California, Colorado, the United States Court of Appeals for the Ninth Circuit and the United States District Courts, District of Colorado and the Northern, Eastern, Southern and Central Districts of California. Additionally, Cardon is a frequent speaker on the delivery of advertising, media and entertainment content via new technologies.

Sheppard Mullin has more than **380 attorneys** among its **eight offices** in San Francisco, Santa Barbara, West Los Angeles, Los Angeles, Orange County, Del Mar Heights, San Diego and Washington, D.C. The full-service firm provides counsel in Antitrust and Trade Regulation; Business Litigation; Construction, Environmental, Real Estate and Land Use Litigation; Corporate; Entertainment and Media; Finance and Bankruptcy; Financial Institutions; Government Contracts and Regulated Industries; Healthcare; Intellectual Property; International; Labor and Employment; Real Estate, Land Use, Natural Resources and Environment; Tax, Employee Benefits, Trusts and Estates; and White Collar and Civil Fraud Defense. The Firm celebrated its 75<sup>th</sup> anniversary in 2002.