

Partner Brian Pass Named "Dealmaker of the Week" by American Lawyer Magazine

American Lawyer
08.03.2009

On July 29, 2009, Sheppard Mullin client Yahoo! announced a landmark deal with Microsoft under which Microsoft will become the Internet search platform for Yahoo! and Yahoo! will become the exclusive sales force for Microsoft's paid search services to premium advertisers. Sheppard Mullin was lead outside counsel on the deal.

The parties finalized a binding LOI and have committed to reach a definitive agreement over the next few months. The value of the 10-year deal is enormous and provides Yahoo! with greater flexibility to focus on its core media properties and display advertising business.

The key Sheppard Mullin partner on the deal, Brian Pass, was named "Dealmaker of the Week" by *American Lawyer* magazine. Pass is an entertainment and IP lawyer in the firm's Century City office.

Sheppard Mullin partner Gary Clark provided IP advice on key licensing components of the deal.

Practice Areas

Entertainment, Technology and Advertising

Intellectual Property