

**LOEB & LOEB CONTINUES TO GROW
NATIONAL INTELLECTUAL PROPERTY PRACTICE**

IP and Entertainment Attorney Thomas A. Guida Joins New York Office

NEW YORK, March 28, 2007 – Loeb & Loeb LLP announced today that Thomas A. Guida has joined the firm’s Intellectual Property and Entertainment Groups as a partner. Guida, who will reside in the New York office, formerly practiced law at Baker & Hostetler LLP in New York.

Tom Guida’s practice focuses on the development, licensing, financing and protection of intellectual property assets, with a particular emphasis on digital and interactive media, branded entertainment, entertainment technology and complex licensing transactions. He has significant experience in structuring commercial and corporate transactions for clients in the digital space such as joint ventures, mergers and acquisitions and co-branded licensing programs, as well as character, apparel, music, software, television and film licenses and distribution agreements.

Guida also maintains an active online IP enforcement practice, and has litigated complex trademark, copyright, and domain name disputes for clients throughout the United States and in Europe.

Guida is the fourth partner to practice in the IP area to join the firm laterally in the past two months. In February, the firm added a patent litigation team led by three partners from Sonnenschein Nath & Rosenthal. The firm plans two more IP partner additions in the coming weeks.

Michael Beck, Co-Chair of Loeb & Loeb in New York said, “Hiring Tom Guida further solidifies our commitment to providing our clients with the most talented and experienced IP counsel in the country and we are delighted that he has elected to join us.”

Guida has provided *pro bono* counsel through the Volunteer Lawyers for the Arts, Career Transitions for Dancers and Lawyers Alliance for New York, and has served as pro bono counsel to WITNESS, a non-profit organization that provides film and video equipment to individuals and groups around the world to document human rights abuse situations.

He received his J.D. from Boston College Law School in 1997 and his B.A., *cum laude*, from Boston College in 1992.

About Loeb & Loeb LLP: Loeb & Loeb LLP is a multiservice national law firm with 260 attorneys and offices in Los Angeles, New York, Chicago, and Nashville. The firm is recognized as a leading law firm in the areas of corporate and securities matters; litigation; entertainment and media law; finance; real estate; intellectual property; private equity; employment; advertising and promotions and tax and wealth services. Our clients include some of the world’s largest financial institutions, major media and entertainment companies, NYSE, NASDAQ and Amex listed public companies, advertising groups,

real estate companies, and Big Four accounting firms, as well as many high net worth individuals. For more information, please visit [www. Loeb.com](http://www.Loeb.com).

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