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SHEPPARD MULLIN NABS NEW YORK FASHION LAW DUO

Firm Has Big Designs on Growing Firm's Fashion Apparel Practice with Max and LeGrand

NEW YORK, April 6, 2007— Theodore C. Max has joined the New York office of Sheppard Mullin Richter & Hampton LLP as a partner with the firm's Fashion Apparel team. Special counsel Charles LeGrand will be joining Max on the move to Sheppard Mullin. Both most recently practiced with Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C. in New York.

Max focuses on IP litigation, transactional and licensing matters in the fashion industry, combining his skill and experience as a trial attorney with his knowledge of copyright, trademark and intellectual property law. He has counseled clients on and litigated numerous cases involving issues on the cutting edge of copyright and trademark law. Max has assisted clients in identifying, protecting and preserving their intellectual property assets, including seeking registration of rights in the United States and internationally and taking action against infringements of copyrights, trademarks and trade dress. He also has experience developing and implementing anti-counterfeiting programs and pursuing civil and criminal enforcement remedies.

Max has counseled representatives of some of the world's finest designers of fashion apparel and accessories with respect to their intellectual property concerns and problems, including Louis Vuitton Malletier, Emilio Pucci, Celine, Marc Jacobs, Kooba, Hollywould, LeTigre, Tarina Tarantino and others. He has actively litigated intellectual property issues, as well as licensing disputes, and the rights of publicity and privacy.

"Ted will play a key role in the expansion of our fashion industry capabilities, bringing an international who's who of clients which rivals our current list of global fashion designers and apparel corporations," said Bob Darwell, chair of the firm's Entertainment, Media and Communications, and Fashion Apparel groups. "We are excited to welcome a partner of Ted's caliber and business sophistication. New York is the global fashion center, and Ted and Charles add significant depth to our industry specialization on the East Coast."

"I am thrilled to be joining Sheppard Mullin," Max said. "The firm has focused on the business of fashion and supplements its expertise in this industry with its outstanding reputation in entertainment and intellectual property law. I'm looking forward to building upon the continued success of these industries in a specialization which Bob and the firm are dedicated to growing globally."

Max earned his B.A. in political science, summa cum laude, from Hobart College in 1980, with high honors. While at Hobart, he was elected to Phi Beta Kappa and was selected as a Rhodes Scholar Finalist. Max received his J.D. from New York University School of Law in 1983, where he served as editor-in-chief of the New York University Review of Law and Social Change and, with his partner, won the NYU Moot Court Competition.

The Fashion Apparel team is a global interdisciplinary practice which houses expertise of particular importance to the fashion industry, including legal specializations such as employment, entertainment, intellectual property, litigation and transactional. The team's client's include Abercrombie & Fitch, Taylor Made Golf Company and The Gap Inc. The team will be launching its own industry blog this month at www.fashionapparelblog.com.

About Sheppard Mullin Richter & Hampton LLP

Sheppard Mullin is a full service AmLaw 100 firm with 490 attorneys in 10 offices located throughout California and in New York, Washington, D.C. and Shanghai. The firm's California offices are located in Los Angeles, San Francisco, Santa Barbara, Century City, Orange County, Del Mar Heights and San Diego. Founded in 1927 on the principle that the firm would succeed only if its attorneys delivered prompt, high quality and cost-effective legal services, Sheppard Mullin provides legal counsel to U.S. and international clients. Companies turn to Sheppard Mullin to handle a full range of corporate and technology matters, high stakes litigation and complex financial transactions. In the U.S., the firm's clients include more than half of the Fortune 100 companies. For more information, please visit www.sheppardmullin.com.

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