

Sheppard Mullin Adds Entertainment Litigator Wook Hwang In New York

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Sheppard, Mullin, Richter & Hampton LLP is pleased to announce that partner Wook Hwang has joined the firm's Business Trial practice group in New York. He was most recently a partner at Loeb & Loeb LLP.

Hwang is a media, entertainment and intellectual property litigator whose clients include motion pictures studios, media companies, networks, digital streamers, publishers and brand owners, and has represented major media and entertainment companies in a variety of high-profile litigation disputes involving copyright, licensing, trademark, false advertising, celebrity endorsements and multimedia distribution rights. Hwang has been recognized as one of "New York's Top 25 Entertainment Attorneys" by *The Hollywood Reporter* and among "Hollywood's Top Entertainment Dealmakers and Litigators" by *Variety*.

"Sheppard Mullin's premier litigation practice spans various industries that are core to our global platform," said Luca Salvi, chair of Sheppard Mullin. "The scope of Wook's practice and successes in the courtroom make him an ideal fit for our team of talented trial and appellate lawyers who have long partnered with and understand the current issues confronting the entertainment and media industry."

Robert Friedman, co-leader of Sheppard Mullin's Business Trial practice group said, "Wook is a proven first-rate trial lawyer, and he is a go-to advisor for pre-litigation and counseling matters. With our entertainment litigators regularly handling highly complex matters that drive change within the industry, Wook's deep experience in this sector strengthen our capabilities on both coasts. We're thrilled to add Wook's experience to our team's offerings."

"Wook's remarkable track record in successfully navigating a broad spectrum of disputes within the media and entertainment sectors will undoubtedly be a significant asset to our already robust Entertainment, Technology and Advertising practice group and our clients," said Alexis Robinson, leader of Sheppard Mullin's Entertainment, Technology and Advertising practice group. "We are honored to have him join our team."

Hwang received his B.S., *with honors*, from the California Institute in Technology and his J.D. from Columbia Law School, where he was a Harlan Fiske Stone Scholar and a Hamilton Fellow.

About Sheppard Mullin's Business Trial Practice Group

Litigation has been a core part of Sheppard Mullin since 1927. Our Business Trial practice today consists of approximately 250 attorneys globally. Sheppard Mullin litigators possess exceptional trial and appellate skills, in-depth knowledge of state and federal courts at all levels, and practical business judgment, all of which contribute to our consistent delivery of cost-effective results. Our litigators represent clients in a broad

spectrum of industries such as computers and information technology, financial services, aerospace, manufacturing, entertainment, transportation, communications, pharmaceuticals, advertising, print and broadcast media, franchising, petroleum production and refining, real estate, insurance, construction, and food and beverage manufacturing, among others.

About Sheppard Mullin's Entertainment, Technology and Advertising Practice Group

The firm's multidisciplinary Entertainment, Technology and Advertising practice is consistently lauded as one of the world's leading practices at the intersection of entertainment and technology. *The Hollywood Reporter*, *Variety*, *Legal 500 U.S.*, *Chambers USA* and *Billboard* have recognized the group and its individual members as leading lawyers in this field. From Hollywood to New York, and across the UK, Europe and Asia-Pacific, the firm's Entertainment practice is uniquely positioned to advise major domestic and international media companies. From motion picture studios, television networks and producers to digital service platforms and providers, publishers, fashion brands and social media platforms, clients span media segments such as entertainment, technology and advertising.

Attorneys

Wook Hwang

Practice Areas

Entertainment, Technology and Advertising

Litigation

Industries

Entertainment, Technology and Advertising