

### Sheppard Mullin Lands Leading Food and Drug Attorney, Peter S. Reichertz

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Peter S. Reichertz has joined the Washington, D.C. office of Sheppard, Mullin, Richter & Hampton LLP as a partner. Reichertz, most recently with Sonnenschein Nath & Rosenthal in Washington, D.C., joins as the chair of the firm's new Food and Drug Law group and as a member of the Intellectual Property practice group. Deborah Shelton also joins the firm as a member of the Food and Drug Law group in the Washington, D.C. office. Shelton most recently practiced at Reed Smith in Washington, D.C. Reichertz, concentrates in both food and drug regulatory law and intellectual property law. He counsels companies whose products are regulated by the FDA under the Federal Food Drug and Cosmetic Act. Reichertz represents manufacturers and distributors in obtaining approval to market drugs, medical devices, food, dietary supplements and cosmetic products, and counsels on all aspects of marketing of such products, including labeling, advertising, manufacturing and distribution. Additionally, Reichertz's practice includes advising advertising agencies, clinical investigators, research organizations and other non-manufacturers on compliance with the Federal Food Drug and Cosmetic Act. He represents clients in FDA rulemaking proceedings, and in enforcement proceedings brought by the U.S. on behalf of the FDA. He also counsels on related federal and state regulatory statutes. "Peter's impressive skills and experience will be a huge asset to the firm, especially in launching our FDA practice," said Guy Halgren, managing partner of the firm. "He will play a important role in the firm's ongoing expansion in D.C." "I look forward to building a food and drug regulatory practice at Sheppard Mullin and am excited to join a growing firm with an excellent reputation," Reichertz said. "The FDA practice I plan to lead will dovetail perfectly with the firm's existing corporate and litigation practices so that our clients will be able to enjoy seamless representation with respect to any and all food and drug matters." "We are excited to have Peter in the D.C. office," said Edward Schiff, managing partner of the firm's Washington, D.C. office. "Peter's specialization is an excellent fit for us, given the corporate and M&A matters which we handle and the strong regulatory focus the office has built in the government contracts, antitrust and communications practice areas." Reichertz also practices in intellectual property, specifically in trademarks, copyrights, trade secrets and licensing. His trademark expertise includes counseling and advising clients on the selection and adoption of trademarks, as well as the prosecution of trademark applications in the United States Patent and Trademark Office. Reichertz also prepares and negotiates trademark licensing agreements. He has been extensively involved in trademark infringement litigation, as well as opposition and cancellation proceedings before the Trademark Trial and Appeal Board. Reichertz earned his law degree from The National Law Center, George Washington University in 1975 and graduated, *with honors*, from Brown University, with an AB in 1972. **About Sheppard, Mullin, Richter & Hampton LLP** Sheppard, Mullin, Richter & Hampton LLP is a full service AmLaw 100 firm with more than 480 attorneys in nine offices located throughout California and in New York and Washington, D.C. The firm's California offices are located in Los Angeles, San Francisco, Santa Barbara, Century City, Orange County, Del Mar Heights and San Diego. Sheppard Mullin provides legal expertise and counsel to U.S. and international clients in a wide range of practice areas, including Antitrust, Corporate and Securities; Entertainment, Media

and Communications; Finance and Bankruptcy; Government Contracts; Intellectual Property; Labor and Employment; Litigation; Real Estate/Land Use; Tax/Employee Benefits/Trusts & Estates; and White Collar Defense. The firm was founded in 1927.