

Partner Brian Pass Converges On Sheppard Mullin's Entertainment, Media & Communications Group

11.27.2006

Brian Pass has joined the Century City office of Sheppard, Mullin, Richter & Hampton LLP as a partner in the Entertainment, Media and Communications and the Intellectual Property practice groups. Senior associate Kevin Straw will be joining Pass on the move to Sheppard Mullin. Both most recently practiced with Brown Raysman in Los Angeles, where Pass led the firm's West Coast Technology, Media and Communications practice.

Pass focuses his practice on high technology and corporate law. He represents technology, entertainment and media clients in the licensing, development and distribution of computer software, Web-based services and applications, hardware development and OEM relationships, new media and web site licensing, development and marketing, intellectual property and trade secret protection, broadband communications, interactive television and e-commerce. Additionally, Pass counsels early stage and emerging growth companies in start-up formation, joint ventures, as well as mergers and acquisitions. He also advises companies on Internet privacy and other regulatory issues affecting new media and e-commerce.

Since 2001, Pass has closed over \$2 billion in technology transactions. Representative work includes: negotiation of numerous affiliation agreements on behalf of a leading Internet search portal; outside counsel to a leading manufacturer of third-party video game accessories; outside counsel to a joint venture formed to develop and deliver video on demand and interactive services; negotiation of a multi-million dollar white label e-commerce co-marketing agreement; outside counsel to a leading Internet-based music discovery service; and negotiation of numerous multi-million dollar enterprise license and Web services transactions in the entertainment, healthcare and fashion industries.

"Brian is a strategic addition to the firm," said Guy Halgren, chairman of the firm. "He will play a key role in the expansion of our technology capabilities, with a practice that straddles the firm's entertainment, corporate and IP groups."

"I am thrilled to be joining the dynamic team of talented attorneys in the Century City office," Pass said. "Sheppard Mullin has an outstanding entertainment practice and an excellent reputation in corporate law. I'm looking forward to contributing to the continued success of both groups."

"We are excited to welcome a partner of Brian's caliber and experience," said Bob Darwell, chair of the firm's Entertainment, Media and Communications practice group. "His convergence and new media practice adds depth to our technology and media specializations."

Prior to practicing law, Pass co-founded Passport New Media and served as its president and CEO. He led the development of Passport's critically acclaimed children's Internet service, Your Own World. At Passport, he raised \$7.5 million in venture capital, while concluding numerous third-party content partnerships and negotiating key technology and distribution relationships. Prior to forming Passport, he served as vice president and general counsel at Americast, a joint venture of The Walt Disney Corporation and several of the Baby Bell telephone companies to develop interactive digital television services.

Pass received his law degree from UCLA School of Law in 1991, and graduated, *with high honors*, from Wesleyan University with a B.A. in 1986. In 2006, Pass was named by Chambers USA as one of the Leading Lawyers for Business in the IT and IT Outsourcing field in California.

About Sheppard, Mullin, Richter & Hampton LLP

Sheppard, Mullin, Richter & Hampton LLP is a full service AmLaw 100 firm with 490 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.