

*As Seen In ... Forbes, January 7, 2008*

## PRYOR CASHMAN LLP

ATTORNEYS AT LAW

### Across-the-Board Legal Expertise Plus Attentive Client Service

When attorneys from the Corporate, Banking, and Real Estate groups put their heads together for their client in the purchase of an iconic New York City skyscraper, the transaction for 666 Fifth Avenue set records. It was not only the highest price ever paid for a single office building in the U.S. but it was completed in record time—in fewer than 30 days.



From left: Donald S. Zakarin, Richard Levy, Jr., Eric B. Woldenberg, Ronald H. Shechtman, Andrew S. Langsam, Ronald B. Kremnitzer, Eric M. Hellige, and Brad D. Rose.

“For Pryor Cashman attorneys, it was just another day at the office,” says Ronald B. Kremnitzer, Co-Chair of the firm’s Real Estate group.

From its main offices on Park Avenue in New York, the 125-person firm, which prides itself on remaining mid-size, offers the breadth and depth of expertise usually found only in much larger firms. “We’re not encumbered by the bureaucracy or cost structure of larger firms, and we’re able to serve our clients with superior efficiency and economy,” says Ronald H. Shechtman, Managing Partner of the firm.

In fact, one of the firm’s high-profile clients went on record in *The Legal 500*, stating, “They’re the best. They specialize in service. They outperform other firms. They’re large enough to be experts in many areas, but still small enough to make you feel important.”

And the firm’s attorneys across all practices are consistently cited in publications as being among the top lawyers in their fields. This year, as always, the firm was well represented on the New York Super Lawyers’ list.

“We stay on the cutting edge,” says Shechtman. One example: The firm’s Intellectual Property group headed by Brad D. Rose has drafted

some of the first copyright agreements on cell phone ringtones—a growing and complex part of the music business.

Eric M. Hellige, Chair of the Corporate and Securities group, says Pryor Cashman’s up-close-and-personal style, including a cost-sensible approach, gives the firm competitive strength. “While we serve the middle cap deals, we also are involved in large cap deals.”

Not long ago, the firm advised a multinational investor group leading a \$60 million equity financing for the global expansion of a wireless communication company, coordinating the entire due diligence across 17 projects in 11 countries.

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Another recognized practice group is Litigation, for which the talents and experiences of individual attorneys are often the difference between success and failure. “Our Litigation partners are skilled trial lawyers,” says Donald S. Zakarin, the Litigation practice group’s chair. “With over 50 attorneys in the Litigation group, the firm’s largest, there is tremendous depth in our collective trial experience. We have litigated hundreds of cases in federal and state courts and handled arbitrations throughout the U.S. and abroad. We believe that when clients are involved in litigation, they need to know and are entitled to know that the attorney with whom they are dealing is fully familiar with their case and is the person who is representing their interests. Our size enables us to handle the very largest cases, including SEC and New York Attorney General investigations, while our focus on client service assures that each case will be staffed properly and without excess.”

Though Pryor Cashman’s reputation in Entertainment, Media, and Communications is formidable, “a relatively small group forms an impressive brain trust of expertise and knowledge,” says James A. Janowitz, its Chair.

As the 21st century moves forward, many of the firm’s challenges are coming from businesses needing multifaceted legal partners across the board. “There’s so much agility when you’re mid-size,” says Shechtman.

“Also,” continues Shechtman, “we’re proud of our client retention numbers—building on trust. When our clients succeed and grow as a result of our multidisciplinary expertise, we grow stronger too.”

