

Attorneys**Partner**

- Eric M. Hellige

Pryor Cashman Client Rogar Studios, Inc. Wins 2007 National Parenting Publications Award

Pryor Cashman client Rogar Studios Inc. has won a 2007 National Parenting Publications Awards (NAPPA) honor in the Children's Products competition for its Dittydoodle Works Volume 4 CD. NAPPA recognizes the best in children's and parenting resources, has set the industry standard of excellence for more than 15 years, and is a much sought-after honor by manufacturers, recording artists, publishers and product designers.

Rogar is an entertainment marketing and production company focused on developing, producing and marketing entertainment-based brands. Rogar's premier project, *Sheira & Loli's Dittydoodle Works*, is a half-hour preschool television series that airs on numerous PBS television and cable stations and is spreading rapidly throughout the country.

Pryor Cashman partner Eric M. Hellige has acted as counsel to Rogar since its inception and has rendered various services to Rogar, including general corporate counseling, and has represented Rogar in several rounds of venture capital funding. Pryor Cashman also represents Rogar in a broad range of intellectual property and television matters.