

## History

The story of Pryor Cashman's nearly half-a-century history is one of consistent excellence, devoted service and determined entrepreneurship. Founded as Pryor & Braun in 1963 by two Columbia Law School graduates, Pete Pryor and David Braun, the firm began as a boutique, principally representing clients in the music, publishing and motion picture industries.

Just a few months later, Pryor & Braun recruited fellow Columbia Law School graduate Gideon Cashman, a young but seasoned litigator. Cashman had distinguished himself in public service as a trial and appellate attorney, serving as associate counsel to the New York Waterfront Commission, a lieutenant in the Army's Judge Advocate General's Corps and as both a criminal trial attorney and the Chief of Criminal Appeals for the U.S. Attorney's Office for the Southern District of New York.

In 1965, the firm changed its name to Pryor, Braun & Cashman. The practice included expertise in copyright and unfair competition, general corporate counseling and commercial litigation, supplementing a burgeoning entertainment law practice. Among the firm's prominent clients were Duke Ellington; Bob Dylan; Peter, Paul and Mary; Allen Funt, of "*Candid Camera*" fame; and Creative Management Associates, one of America's top talent agencies.

In 1966, Paul Sherman joined the firm, having served as general counsel to the Motion Picture Corporation of America (MCA), known today as NBC Universal. Sherman brought a raft of superstar performers, further solidifying the firm's reputation as a powerhouse in the entertainment field. In recognition of Sherman's contribution, the firm name was changed to Pryor, Braun, Cashman & Sherman. During the next five years, the firm broadened and deepened its practice, moving toward its goal of becoming a full-service firm. By 1971, the firm of 16 lawyers had outgrown its offices and moved to its current address at 410 Park Avenue.

The decade of the 70s witnessed continued growth. The firm grew to more than 30 lawyers and expanded to include corporate financing, securities and taxation services. In 1977, to reflect management changes, including the joining of prominent business lawyer Richard Flynn and the departure of founder David Braun, the firm became Pryor, Cashman, Sherman & Flynn, a name it would keep for the next 30 years.

During the 1980s, Pryor, Cashman, Sherman & Flynn hit its stride as a full-service, general-practice firm. Ronald Shechtman, today the firm's Managing Partner, brought to the firm a significant labor and employment practice. During this period, a number of today's practice group heads joined, including Donald Zakarin (Litigation), Eric Hellige (Corporate), Larry Rimmel (Banking and Finance), Eric Woldenberg (Tax) and Richard Kay (Trusts and Estates).

In 1985, Pete Pryor stepped down as co-Managing Partner and retired from the practice of law. Assuming the leadership role, Gideon Cashman during the next 20 years guided the firm through its greatest period of development, presiding over growth from 40 to over 100 lawyers, practicing everything from banking and bankruptcy to criminal defense and family law. The firm's litigation and corporate practices each grew to more than 40 lawyers. Its real estate practice more than tripled, as leading real estate lawyers Ronald Kremnitzer, Wayne Heicklen, Jonathan Bernstein and Todd Soloway joined the firm. Christopher Sues brought nationally recognized ERISA expertise to the firm, and Brad Rose joined, developing a premier trademark and celebrity branding practice and representing music superstars.

In the first decade of this century, Pryor Cashman looks to the future with renewed vigor. Well established as a leading mid-sized law firm in New York, Pryor Cashman in 2003 added a Los Angeles office, headed by Karen Robson, who many years before had become the firm's first female partner. More recently, the firm filled one of the few gaps in its diverse range of expertise when a group of experienced and well-regarded patent attorneys joined the firm.

In 2007, Ronald Shechtman assumed his current leadership position and Gideon Cashman continues to provide guidance as Chairman. To signal a commitment to continued growth and innovation while recognizing those who have made the firm what it is today, the firm was renamed Pryor Cashman on March 21, 2007.

Today, the firm boasts clients in virtually every business and from every walk of life. More importantly, it boasts a cadre of highly skilled lawyers with the expertise to tackle virtually any matter. Looking forward, Pryor Cashman intends to continue its measured, purposeful growth, fueled, as always, by a passionate commitment to excellence.