

The Legal 500 – The world's largest legal referral guide

I am pleased to send you a copy of *The Legal 500 United States*.

This is the second edition of the Legal 500 series covering the US legal market. Our aim is to provide independent, unbiased commentary on the leading law firms – and lawyers – in the most important legal marketplace in the world. We target our editorial at corporate counsel, and others who use law firms, so they have a genuinely independent guide to the relative strengths (and weaknesses) of the market leaders.

We know from our extensive research elsewhere (we provide commentaries on law firms in over 90 other countries) that US legal practice leads the world. Law firms across the globe look to US firms as role models on how best to provide quality legal services to the commercial sector. So *The Legal 500 US* is a guide to 'the best of the best' – the pre-eminent firms in the world's strongest and most competitive legal market.

As always, we welcome constructive comment and criticism. Our editors and researchers are committed to providing accurate reporting and analysis, so let us know if you have any comments.

Yours,

John Pritchard

PS: you can access the full text of this volume – and all the other international editions of *The Legal 500* – at www.legal500.com.

The LEGAL 500 UNITED STATES

2008 edition

John Pritchard

LEADING LAWYERS

Media technology and telecoms
Technology: video and gaming –
advice to creators/developers

Frederick Fierst, *Fierst, Pucci & Kane*
'A gifted negotiator who is skilled at
developing novel business solutions'

FIERST, PUCCI & KANE

PRACTICE: Described by clients as 'ten out of
ten... simply the best' Fierst, Pucci & Kane has

an impressive niche practice representing clients across the entertainment industries, but is particularly well known for its work with developers. The firm is based in offices in Northampton, Boston, which results in very competitive rates that attract clients from across the US and, indeed, the world. In particular, Fierst, Pucci & Kane sees a lot of representations out of the burgeoning markets in Russia and central and eastern Europe.

The firm, and particularly name partner Frederick Fierst, is singled out for being 'amazingly connected across multiple entertainment industries – toys, books, TV, movies, video games... it's like a one-stop shop'. This provides real benefits in the current media environment, where creative clients are increasingly interested in developing their product in different media, from video games to movies and vice versa. In terms of legal skills, meanwhile, the firm is praised not only for its 'expertise in licensing, trademark and

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MEDIA, TECHNOLOGY AND TELECOMS

Technology: video and online
gaming – advice to creators/
developers

FIERST, PUCCI & KANE

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copyright' but also on the corporate side, where its 'impressive ability to always structure unique deals' is a big draw.

Recent deals illustrative of the firm's practice include representations of longstanding client Paradox Entertainment with regard to creating trademark, copyright and licensing programs to facilitate the creation of the FunCom MMO game, and other spin-offs. The firm also put together a deal with a computer-game developer, band and game publisher to create a video game based on the music of the band.

CLIENTS: The firm's clients include game developers, publishers and media companies. Representative games on which the firm has worked include *Teenage Mutant Ninja Turtles*, *Batman*, *Pirates of the Caribbean*, *Matrix*, *The Beijing Olympics*, *Leisure Suit Larry*, *Robots* and *Ice Age 2*.

INDIVIDUALS: The 'exceptional' Frederick Fierst is heaped with praise by his clients, who consider him 'a gifted negotiator, who is skilled at developing novel business solutions'. Fierst's creativity is lauded by a number of clients, one noting that he 'is very good at finding solutions to extreme and complex problems'. Generally it is considered that Fierst has 'buckets of charm which, combined with his experience, give his arguments conviction and persuasiveness during negotiations'.