

# Daily Journal

COVER STORY

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## TOP 100

### California's Leading Attorneys of 2010

#### EDITOR'S NOTE

The Daily Journal's annual list of the 100 most influential lawyers in California has always been encompassing. The counselor to corporate boards sits alongside the prosecutor chasing down dangerous criminals, the consumer plaintiffs' lawyer next to the land use lawyer, and so on. The purpose of this list is to recognize the elite lawyers across all practices in California — those men and women who are making the most impact on the legal profession and on society right now.

— David Houston  
Editor

Los Angeles and San Francisco Daily Journals



#### **Brian J. Pass**

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*Sheppard Mullin Richter & Hampton*

*Los Angeles*

*Corporate, intellectual property, entertainment, media and technology*

Early in legal his career, Pass became interested in technology, especially consumer-friendly technologies.

In fact, he took a turn at being a new media mogul in the middle of his career as president and CEO of Passport New Media Inc., where he led development of an Internet service geared toward children. Prior to that, he was vice president and general counsel at Americast, a joint venture of the Walt Disney Co. and several baby Bell telephone companies.

Since joining Sheppard Mullin he worked on a multi-billion-dollar deal in which Yahoo Inc. became the exclusive sales force for Microsoft Corp.'s paid search services for premium advertisers.

"I was very fortunate that my practice has stayed strong during the recession, but there's no question the Internet has been hit by the recession," Pass says. "A big part of my practice is companies that monetize their content or help companies monetize their content. Those ad budgets have been stretched or shrunk."

Still, he says, many of his clients are persevering as new business models emerge.