

# DLA Piper Adds Two Lawyers With Media, Sport and Entertainment Experience

DLA Piper announced that Ben Mulcahy has joined the firm's Intellectual Property and Technology practice as a partner in Los Angeles and Gina Reif Ilardi has joined the IPT practice as a partner in New York.

In a release, the firm said Mulcahy's practice focuses on representing major film studios, broadcast and cable television networks, prominent website operators, retailers and major consumer brands in sports marketing, entertainment marketing and interactive marketing, as well as in virtual reality, gaming, eSports and innovative branded entertainment initiatives.

Reif Ilardi's practice focuses on counseling advertising, marketing and public relations agencies, motion picture studios, television networks and major brands in their online and mobile marketing initiatives, along with all aspects of sports marketing, entertainment marketing, e-commerce and branded entertainment. She and Mulcahy will serve as co-chairs of the firm's newly formed National Advertising Team.

"As we continue to strategically expand in Los Angeles, adding Ben will allow us to strengthen our practice offerings for new and existing clients here and across the country," said Stuart Liner, co-managing partner of the firm's Los Angeles offices. "He and Gina complement our media and entertainment capabilities well, and their skillset will be immediately beneficial."

"Gina's background is an ideal fit for our national and global platform, and her broad experience will bolster our IPT practice in New York and firmwide," said Richard Hans,

managing partner of the firm's New York office. "She and Ben will be valuable additions to our team, and we look forward to their contributions."

Reif Ilardi was recently named on Variety magazine's list of "Dealmakers Elite New York" and "Hollywood's New Leaders" and has been listed three times among the entertainment industry's top lawyers in Variety's annual "Legal Impact Report," along with Mulcahy. Both Reif Ilardi and Mulcahy have also been recognized on Variety's annual "Dealmakers Impact Report" on three separate occasions.

"Ben and Gina are highly skilled lawyers with outstanding reputations among clients and peers," said Ann Ford, co-chair of DLA Piper's US Intellectual Property and Technology practice. "They bring substantial experience in the entertainment industry, including representation of major film and television studios, to our global platform, and we are pleased to welcome them to the firm."

"Stuart Liner has an impressive track record of putting together strong teams with the right capabilities and bringing out the best in people," Mulcahy said. "In a short amount of time, he's brought on Doug Emhoff, whom I've known for years, and attracted several other highly respected partners to DLA Piper in Los Angeles. It's an honor to join this strong and growing team."

"Our enthusiasm for the firm goes beyond Stuart and Doug," Reif Ilardi added. "DLA Piper has consistently demonstrated its ability to deliver excellence in its local offices and coordinate true national and global solutions that clients increasingly need."

Mulcahy and Reif Ilardi both join DLA Piper from Jenner & Block, where Mulcahy was the co-chair of the firm's Trademark, Advertising and Unfair Competition team. Mulcahy received his J.D. from the University of Minnesota Law School and his B.A.

from Saint John's University. Reif Ilardi received her J.D. from Fordham University and her B.A. from New York University. They have been recognized as leading attorneys in numerous publications, including Variety, New York Law Journal, Daily Journal, National Law Journal, Chambers USA and Legal 500.