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Bergeson Adds Attorneys to Lead New Media Law Group

Anthony M. Glassman and Rebecca N. Kaufman join the firm in Beverly Hills.

By Sean Kagan

Daily Journal Staff Writer

Bergeson LLP added Anthony M. Glassman and Rebecca N. Kaufman to lead the firm's new media law group in Beverly Hills.

"It was exciting for me and Rebecca to have an opportunity to join the firm and lead the media First Amendment group, which until now they hadn't had," Glassman said in an interview Wednesday.

Both he and Kaufman joined as partners on Jan. 1, and the firm announced the move on Monday.

"We're very excited to have Tony and Rebecca," Bergeson managing partner Caroline McIntyre said. "They are nationally recognized for their expertise in media law and first amendment issues."

Both Glassman and McIntyre pointed to the growth in First Amendment cases as a driver of the practice.

"We are in a time where First Amendment media claims are exploding," Glassman said. "It's a very different landscape than when I started as a young lawyer. This is work we are called upon to jump on and handle virtually seven days a week."

"We have represented clients with claims against virtually every major publication and broadcaster in the country," Glassman added.



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"We've seen growth of First Amendment issues in the past couple of years," McIntyre said. "We hope to have Tony and Rebecca service our clients' needs and help grow this practice area."

Glassman has counted pharmaceutical giant Allergan Inc. and footwear designer Skechers U.S.A. Inc. as clients.

"I have every reason to believe and hope that clients that we have represented in the past will continue to come back, and when necessary, use our services," Glassman said.

His long working relationship with Bergeson founding partner Daniel J. Bergeson and the firm's corporate expertise drew him to

Bergeson, Glassman said.

"We do a lot of work in product disparagement, and we've done those claims for major corporations and high profile individuals all over the country," Glassman said. "To have the resources of a firm [of Bergeson's] size with all of the expertise they have is critically important to us."

Glassman said media law is often practiced in a boutique-like structure no matter the size of the firm.

"Even in major firms, with 500 to 1,000 lawyers, if they have media groups, the lawyers who do that work are still kind of a boutique firm within a large firm," Glassman said. "It's a small, discrete boutique group within large firms."

Watanabe Nason LLC founder Larry Watanabe said, "In forming a boutique comprised of ex-big firm partners, they have been able to amass talent and be in a position to have more rate flexibility and be nimble as opposed to many larger firms."

Glassman was previously with the Glassman Media Group Inc. and was an assistant U.S. attorney.

Bergeson was founded in 1990 and has additional offices in San Francisco and San Jose.

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