

## Glaser Weil picks up L.A. IP boutique

*Mother-daughter Pruetz team will join the Century City firm next month.*

By Casey Sullivan

Century City-based Glaser Weil Fink Jacobs Howard Avchen & Shapiro LLP has merged with Pruetz Law Group, the El Segundo intellectual property boutique formed by former Quinn Emanuel Urquhart & Sullivan LLP IP specialist Adrian Pruetz.

Glaser Weil, like many firms in the area, had been looking to expand its intellectual property litigation platform in Los Angeles in the months leading up to the merger. The firm had a strong intellectual property transactions practice but was looking for more litigators.

The merger will place Pruetz and her group of five attorneys in Glaser Weil's regional platform of 110 attorneys between its Century City and Las Vegas offices. Glaser Weil is a full-service law firm with focuses in construction law, corporate transactions, entertainment and media, environment, real estate and tax and litigation practices.

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"To be very candid, we outgrew our practice here," said Pruetz of the decision to take her practice back to a larger firm. "We have more work than we can handle by ourselves and need to be able to have a bigger platform to take the big cases that have been offered to us."

Pruetz started her boutique with her daughter, Erica Pruetz, in February 2007, seeking a change of pace. She had practiced at Quinn Emanuel for 13 years and wanted to help provide more substantive trial experience for her daughter, who had practiced at Quinn Emanuel for more than 3 years.

Over the next 4 1/2 years, Pruetz said the two kept busy working on trademark, copyright and patent cases, including for well-known brands such as Prudential, Harley-Davidson and Red Bull. They represented health care company Roche in a patent infringement case against Stanford University.

"I don't think I would have gotten those opportunities had I stayed at Quinn," said Erica Pruetz of her work with those clients. "I think I would have been a much younger member of a bigger team. Now that I have this experience, we can go and build a platform based on what I have achieved over the last 5 years."

The Pruetzes said other law firms looking to merge had approached them but that Glaser Weil stood out because of its strong commercial litigation, intellectual property transactions, real estate, corporate securities and employment practices, all of which they said would provide better resources for their clients.

"Our clients are corporations that need all of those services," Adrian Pruetz said.

The mother-daughter team will move to Glaser Weil as partners and will bring with them four associates and two paralegals. The group is scheduled to join Glaser Weil in Century City on Dec. 15.

Patricia L. Glaser of Glaser Weil said the deal took place because the lawyers at Pruetz Law Group wanted to make sure they would still have the flexibility of a small firm but also have the resources of a larger platform.

"We don't want to be the biggest firm in America," Glaser said. "We don't want to be in 25 cities. We want to be right here, being the best possible lawyers we can. And we shared that vision to be a big, small law firm."