

04 | JUN
2014

Daniel June 

Greenberg Gross Boosts Their Firm with Laterals from Los Angeles

The rocket child that is Greenberg Gross, LLP, the creation of a couple Greenberg Traurig shareholders, which shot across headlines with its \$50 million jury verdict of 2013, one of two high profile cases it won that year, now is guzzling up the best talent Los Angeles has to offer, letting their dynamite ascendancy gain as much propulsion as possible.

Having the money and the hype to scalp some meaty laterals, they've brought on Kevin Mokhtari, a seventh-year attorney from O'Melveny, where he spent his entire career, after graduating from UCLA Law School in 2007, soon becoming a Southern California Super Lawyers "Rising Star" and using the energy from such premonitions to boost his career in complex litigation with emphasis on intellectual property litigation. As far as IP patent attorney jobs in Los Angeles, O'Melveny was a heavy hitter, calculated by Greenberg to beef up their IP team.

Intellectual property patent law in Los Angeles offered up Bret Hembd as well, a fourth-year attorney, from Irell & Manella LLP, where he also specialized in intellectual property litigation as well as commercial litigation. His career took off after he graduated from Yale Law in 2010 where he edited the Yale Law Journal.

Such head-hunting is the style Greenberg has adopted to maximize the propulsion of their initial success in 2013. As Alan Greenberg described their philosophy on the matter: "To be the firm of choice for plaintiffs and defendants in their most significant and challenging business cases, we must continue to attract the best legal talent in the country. We do this not only by paying great compensation, but also by providing a dynamic and exciting litigation environment with an exclusive focus on high-stakes trial work. It is this combination that serves as a gravitational pull to attract the best litigation talent in Southern California and beyond."

Such a philosophy has at least leaned up their litigation attorneys to ten heavy hitters in a little over the year. As they further explained, "We have no problem paying top-of-the-market compensation to obtain the best and brightest lawyers in the country to ensure that we continue providing world-class legal service in every case."

While such a glitzy high-funded attack might seem a sure way to grab the best heads in the business, the upstart company still has the business of building a culture in which these players will want to stay in place. Just packing the seats isn't enough: these players need some incentive to stay, and money, in the end, will not be enough to secure that they do. They will need to create a culture, and quick, to justify the grand moves and lateral leaps they've inspired with their deep pockets.