



**FOR IMMEDIATE RELEASE**

Contact: Stacy Bess  
Executive Director  
Global Advertising Lawyers Alliance (GALA)  
(212) 549-0343

Joseph Vasquez  
G.S. Schwartz & Co., Inc.  
(212) 725-4500 Ext. 329

**THE GLOBAL ADVERTISING LAWYERS ALLIANCE (GALA)  
EXPANDS GLOBAL NETWORK OF LAW FIRMS**

**CHINESE, GERMAN, JAPANESE, KOREAN AND GREEK FIRMS  
ACCEPTED AS GALA MEMBERS**

NEW YORK, October 24, 2005 – The Global Advertising Lawyers Alliance (GALA) announced today the addition of law firms from China, Germany, Japan, South Korea and Greece to its membership of law firms specializing in advertising, marketing and promotion law. The addition of these five new members increases GALA’s representation to 54 countries.

In order to become a GALA law firm member, applicants must demonstrate significant expertise and experience in advertising, marketing and promotion law. Law firm members are sub-divided into three regions for member initiatives and meetings, Americas, Asia & Pacific, and Europe, Middle East & Africa.

“GALA welcomes the addition of China, Germany, Japan, South Korea and Greece to our membership,” said Douglas Wood, Chairman of GALA. “The five law firms representing each of these countries were chosen for their strong expertise in advertising law in their local regions as well as a deep understanding of the global issues in advertising. We look forward to the breadth of knowledge and expertise these firms bring to GALA.”

-more-

## **CHINA**

Lehman, Lee & Xu has been selected to represent China. Established in 1992 as one of the first private law firms in China, the firm now has over 100 experienced lawyers representing both foreign and Chinese clients throughout China in a variety of enterprises. It has been recognized by the media and the Chinese Ministry of Justice as one of the best law firms in China. Lehman, Lee & Xu has offices in various Chinese cities including Beijing, Shanghai and Hong Kong. Law firm partners Richard Wageman and Stan Abrams will be the representatives to GALA.

## **GERMANY**

Heuking Kühn Lüer Wojtek has been selected to represent Germany. It is one of the largest commercial law firms in Germany. More than 130 specialized lawyers, accountants, and tax advisers represent the interests of national and international clients, which include medium-sized and large German and international companies in the manufacturing and trade and service industries, associations, government and public sector organizations, and individual clients. The law firm has offices in all major cities in Germany. Frankfurt-based and firm partner Rudolf du Mesnil de Rochemont, an expert in media, entertainment and telecommunications law, will be the representative to GALA.

## **JAPAN**

Hibiya Park Law Offices has been selected to represent Japan. Established in 1998, the law firm was founded by three of Japan's leading attorneys in corporate law headed by Hideaki Koburi who is one of Japan's top legal experts in intellectual property and copyright & trademark infringement law. Partner Akihiro Hara will be the representative to GALA.

## **KOREA**

Kim & Chang has been selected to represent Korea. Founded in 1972, Kim & Chang is the largest and most specialized law firm in Korea. It is a full service law firm based in Seoul. The firm's Intellectual Property Group is the largest practice group within Kim & Chang, with more

than 120 attorneys, patent attorneys, and trademark attorneys, and over 350 patent engineers, trademark paralegals and support staff. The IP Group provides a full range of patent, trademark, design, copyright, unfair competition, e-commerce, trade secrets, computer and Internet law expertise in the areas of litigation, enforcement, dispute resolution, prosecution, transactions, corporate due diligence, audits and general counseling. Partner Jay Young June Yang will be the representative to GALA.

### **GREECE**

A. Metaxopolous Law Offices has been selected to represent Greece. The law firm was established in 1955 and has become one of the leading law firms in the field of entertainment law in Greece. Ranked as the leading law firm among Greek law firms by the Global Counsel 3000 and as second by the European Legal 500, the law firm has significant experience on intellectual and industrial property matters both at national and international levels. Partner Kriton Metaxopolous and Valerie Monso will be the representative to GALA.

###

### **ABOUT GALA**

Founded in 1998, the Global Advertising Lawyers Alliance (GALA) is the leading international organization of attorneys that specialize in advertising, marketing and promotion law. GALA offers experienced practitioners and attorneys solutions to problems involving legal issues in advertising and marketing by facilitating open discussions among members.

GALA's membership structure is designed for one member law firm per country. To date, there are 54 member law firms spanning all continents. Associate membership applies to all in-house attorneys and marketing executives in a corporation. For more information, visit [www.gala-marketlaw.com](http://www.gala-marketlaw.com).

---

**GLOBAL ADVERTISING LAWYERS ALLIANCE**

---