CAPES SOKOL WELCOMES PIERSON TO THE FIRM

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Capes Sokol is proud to welcome Gary A. Pierson as counsel to our firm. Gary will be joining our firm's Intellectual Property and Entertainment & Media practice groups, bringing with him extensive experience in these areas.

"Gary is a superstar addition to our Entertainment and Intellectual Property practice," said Pete W. Salsich, chair of Capes Sokol's Entertainment & Media practice group. "He combines years of experience and deep industry knowledge with a unique ability to communicate with and on behalf of creative entrepreneurs at all stages of their careers."

With over 23 years of experience in intellectual property, entertainment, and marketing law, Gary has helped protect the trademarks of some of the world's most prominent brands. He has represented songwriters, musicians, producers, actors, and filmmakers from all over the world, including multi-platinum selling artists, Grammy winners and Rock & Roll Hall of Fame icons. Additionally, he has advised clients on a broad range of marketing issues, including sweepstakes, endorsements, promotions, claim substantiation, co-venture agreements, and social media usage.

"I'm thrilled to be joining the talented attorneys at Capes Sokol, many of whom I've known and

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admired for decades," said Gary Pierson regarding his transition to Capes Sokol. "My clients will benefit tremendously from the collective expertise and knowledge of this group and I'm excited about the things we'll do together in the years to come."

Gary received his law degree from the University of Illinois College of Law in 1999, after graduating with a Bachelor of Arts in psychology (magna cum laude) from Greenville College in 1995.

In addition to his professional accomplishments, Gary is an active member of the community, particularly in the areas of arts and education. He has volunteered for and provided guidance to several community organizations, including serving as an elected member and Vice-President of the Board of Education of the School District of Clayton. Gary is also the President of the board of directors of KDHX Community Radio and serves on the governing boards of Art Place Initiative and St. Louis Volunteer Lawyers and Accountants for the Arts (VLAA). He chaired the St. Louis Music Economy workgroup, a multi-year and cross-disciplinary effort aimed at identifying ways to improve the livelihoods of working musicians in the St. Louis region.

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