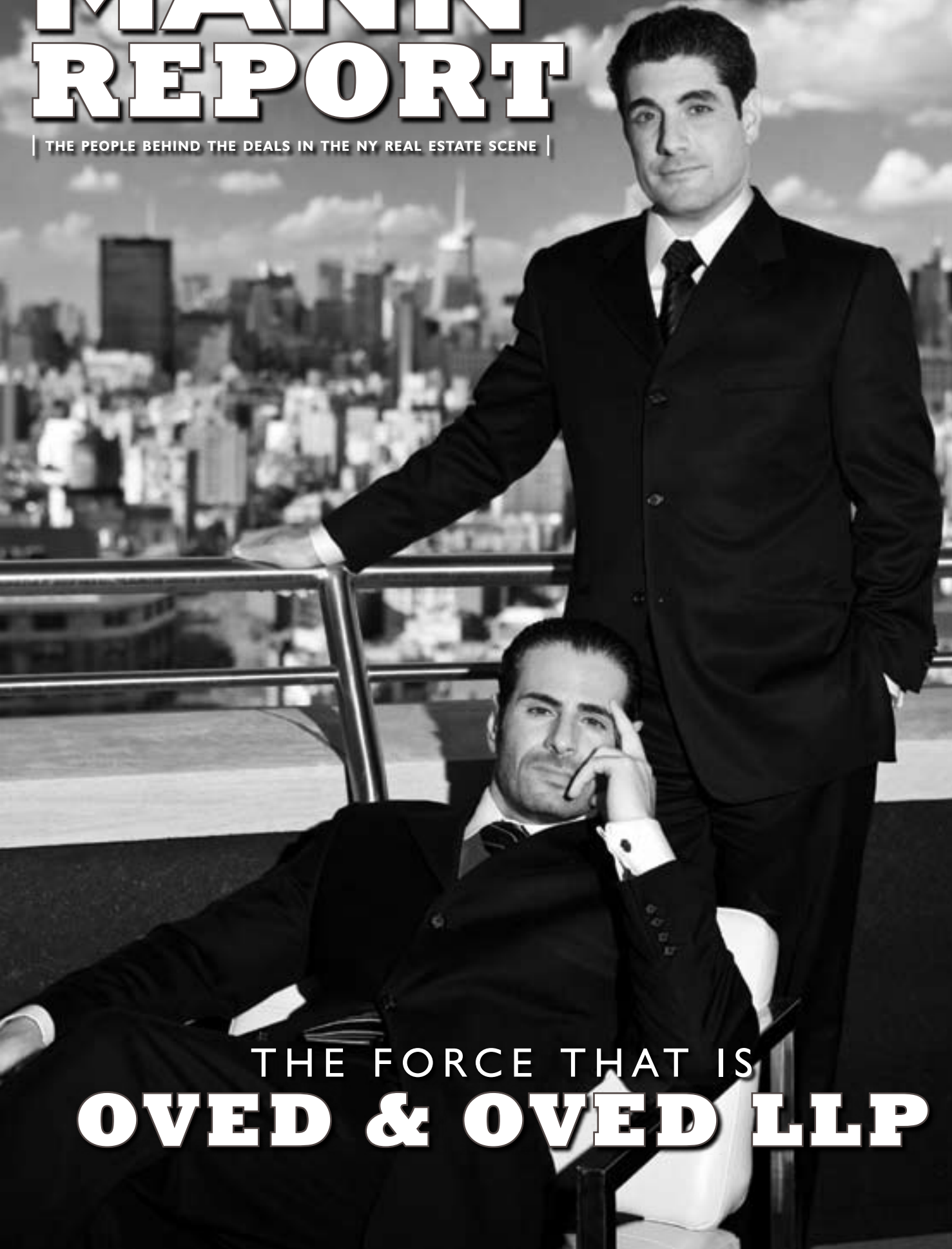


# MANN<sup>TM</sup> REPORT

JULY 2008

| THE PEOPLE BEHIND THE DEALS IN THE NY REAL ESTATE SCENE |



THE FORCE THAT IS  
**OVED & OVED LLP**

## Chance Favors The Prepared

One's first contact with this law firm is impressive. The 15,000 square-foot office is sleek, sophisticated and stylish, consistent with its striking building and trendy SoHo neighborhood. The receptionist expects me, warmly greets me, and hands me a beverage card inviting me to enjoy something to drink—espresso, cappuccino, tea, soda or water. I select water, and I am brought a bottle of the firm's custom-branded water and a cup, both bearing the firm's insignia. I realize that this is not just another law firm.

Terry Oved appears. He welcomes me and guides me to his office, a large, corner, sun-drenched space with a commanding city view. I notice that the office walls are free of any framed school diplomas, court admission certificates or awards—decorations that customarily adorn an attorney's office. Terry explains with a smile: "We know who we are. We don't need plaques to remind us."

Darren Oved now joins us. I am immediately struck by the brothers' appearance. They are both young, handsome and impeccably dressed. One might well assume that they were actor clients of the firm rather than attorneys. Their appearance, like the firm's, is clean, simple and elegant. Explains Darren: "We prefer simplicity in our appearance, our speech, and our relationships." The brothers—quick, witty, and personable—communicate with a natural confidence. Individually, they captivate. Collectively, they dominate. That they are comfortable with each other is plain. That they respect, admire and love one another is both rare and heartening.

The firm specializes in real estate, corporate, litigation and entertainment law. Throughout the firm's team of 18 attorneys, law clerks and support staff, there is a deep sense of camaraderie, affection and pride. "We strive to attract, acquire and retain the best legal talent available on behalf of our clients," says Terry. Admission to the firm is highly selective and extremely prized. Senior attorneys are hand-recruited from some of the world's largest and most prestigious law firms, while junior attorneys are selectively cultivated from law schools, then rigorously groomed by the firm. "The excellence, experience and caliber of the individuals that comprise our organization is a continuing testament to these efforts," he notes—efforts that have resulted in the firm's receiving the highest possible rating of "AV" by Martindale-Hubbell, the country's leading lawyer-rating service, signifying the firm's achievement of the finest levels of professional skill and integrity based on legal ability and general ethical standards.

In its litigation practice, Oved & Oved boasts an exceptional win rate of 94%. In fact, a large number of the firm's cases are

regularly published in state and federal court decisions and chronicled in dozens of reported cases, news profiles and articles in the New York Law Journal, trade journals and Internet sites. The breadth of litigation matters that the firm handles ranges from successfully prosecuting sophisticated copyright and trademark infringement cases to successfully defending a world-class nightlife venue, in Manhattan's meatpacking district, that was facing imminent closure for alleged noise-code violations.

The firm's transactional deals are similarly extensive, ranging from negotiating the acquisition of air rights over parcels of land slated to be developed into boutique hotels and luxury condominiums—transactions involving some of New York's most widely recognized owners, operators, and developers—to acting as corporate counsel for the American Nightlife Awards, a reflection of the firm's dominance in representing many of the A-list bars, restaurants, lounges, nightclubs, DJ's and promoters that comprise the pulse of New York's velvet-rope community.

Darren and Terry each direct a distinct practice area. Darren chairs the firm's litigation department, bringing a tremendously broad range of experience in complex commercial litigation matters. He is widely regarded by clients, attorneys and judges as bringing the strategic vision of a wartime commander to his litigation engagements. His commitment to excellence and perfection on behalf of his clients is testified to by the numerous victories achieved on their behalves. "We leave nothing to chance," he notes. "Chance favors the prepared." When asked if there were ever a time that he felt he may have been over-prepared, he stares at me inquisitively and responds: "Over-prepared? I didn't know such a word existed."

Terry leads the firm's transactional practice. He routinely represents, counsels and advises many real estate developers, owners, operators and brokers as well as emerging new businesses and established private and public corporations in various industries such as public relations, restaurant and nightlife, fashion, music and film. Terry himself is an accomplished public speaker; serves as adjunct professor at NYU's School of Continuing Education; and also lectures on timely legal topics to the U.S. Small Business Administration and members of the Bar.

"We are privileged to work with some of the world's most established and respected individuals and organizations, across all disciplines," says Darren. Adds Terry: "Our client philosophy is simple. We put people first and never forget that a large part of a human being is... being human. We are innovative, creative, relentless and unwavering in our commitment to the achievement of our clients' objectives, and work with each as if



(seated) Steven J. Czik, Joe Jensen, Edward C. Wipper, Dan Watkins, Daniel M. Seidenstein, and Belinda Brandimarti (standing) Ilana C. Goldberg, Andrew J. Urgenson, Aaron J. Solomon, Terrence A. Oved, Darren Oved, and Agatha Kluk

we had no other.” Darren interjects: “We are ever mindful that our continued success depends upon our unique affiliation with our clients and our strict adherence to committing our talents, energies and resources to attain the truly remarkable on their behalf. Unwilling simply to answer the questions, we persist in questioning the answers until they are satisfied with the result. There is no nobility in apathy. We not only identify with their matters but align ourselves 100% with their goals and concerns, so that they are never alone. Our mathematics is simple: our clients + us = 1. Always.”

When asked if there was one particular factor to which the brothers attribute the firm’s success, they simultaneously point upward and say “God.” “We always reflect on the past with a combined sense of humility, gratitude, awe and reverence to the One above for the numerous and wondrous blessings with which He has seen fit to favor us,” says Darren.

Despite its significant accomplishments, the firm is not “all business.” “The most important thing is to remain true to yourself and your values—being and doing good, regardless of the cost,”

says Darren. To that end, twice a year for the past several years, the firm, in conjunction with Chabad Lubavitch, has sponsored annual Purim and Chanuka parties, providing food, drink, music and entertainment to over 300 people at each event, most of them children. The brothers have also built and dedicated a gym containing a full basket-ball court and a series of computer learning centers at a local elementary school, in memory of their father and in honor of their mother. In addition, the firm actively counsels, advises and assists many schools, churches, synagogues and not-for-profit youth organizations on a pro-bono basis. The Oved Brothers agree, “You make a living by what you get. You make a life by what you give.”

*by P.R. O’Hare*

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