

1909 | 2009

# A CENTURY OF ADDING VALUE

The world was a very different place back in 1909, when native Californians Edwin and Joseph Loeb founded the firm that would continue to carry their family name a century later.

It was a time when Wall Street operated with few checks and balances, labor issues were threatening many manufacturing and service industries, medical institutions were far removed from much of the country's population, and the entertainment industry was in its infancy. However, fueled by the farsighted, entrepreneurial spirit of its founders and the hundreds more who joined Loeb & Loeb in the course of our first 100 years, we grew to become one of the nation's most prominent firms, with offices in four major U.S. cities and doors opening soon to our new office in Beijing, China.

Since our early days in Los Angeles, we made a name for ourselves throughout the entertainment world – even though the motion picture industry in 1909 had not ventured beyond silent films, and the city was still 13 years away from its first radio station. By understanding and promoting the work of pioneers in science, technology and innovation through our representation of new start-ups like Cedars-Sinai Medical Center and the Academy of Motion Picture Arts and Sciences, we quickly established a reputation among innovators as lawyers with vision. We built upon that foundation by expanding to the financial, scientific and entertainment hubs of New York, Chicago and Nashville – tackling tough cases and winning client respect every step of the way. As we celebrate the beginning of our second century, we vow to continue giving our clients the legal experience and vision required to excel.



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## LANDMARK REPRESENTATIONS AND CLIENT SUCCESSES

- Loeb & Loeb was instrumental in the launch of the Academy of Motion Picture Arts and Sciences.
- The firm attracted some of the finest lawyers in the country, including Loeb & Loeb litigator Herman Selvin. Often referred to as “the most distinguished lawyer the firm ever produced,” Selvin had an international reputation as an inimitable trial lawyer and an appellant lawyer without equal. Upon his death, Selvin was given the rare honor of a memorial service held in Department 1 of the Los Angeles County Superior Court.
- Loeb & Loeb provided trust and estate counsel, including intellectual property protection, to some of the world’s most prominent individuals and families, including the Getty family, William Randolph Hearst, Conrad Hilton, Mark Hughes, Gene Roddenberry, Frank Sinatra, Lord Gordon White, Johnny Cash, Dean Martin, Alfred Hitchcock, Muhammad Ali and Elvis Presley.
- Loeb & Loeb pioneered the first-of-its-kind technology agreement with content providers and mobile platforms, and helped clients with similar matters involving digital downloading, digital content aggregations, P2P distribution and Webcasting.
- The firm paved the way for some of the first private Chinese companies to be listed on U.S. stock exchanges, including the first reverse merger company listed on the New York Stock Exchange and the first Chinese company listed on the American Stock Exchange.
- The firm was behind some of the earliest SPAC deals on Wall Street and helped numerous companies grow through this type of investment vehicle.

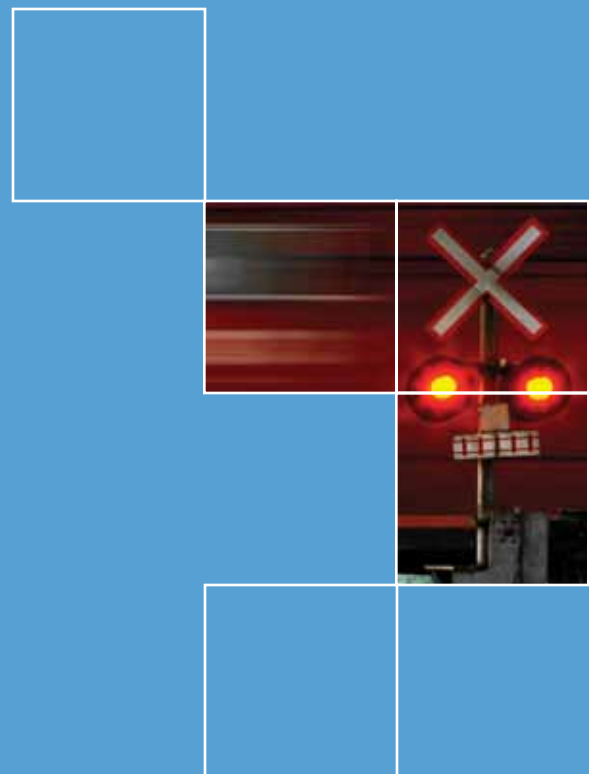


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# MAKING TRACKS

The California Progressive Movement of the early 20th century, which included the Loeb brothers among its activists, was dedicated to restraining monopolies from hindering free competition in the marketplace. In a matter often referred to as “the Los Angeles switching case,” the young firm was retained in 1910 by the Associated Jobbers of Los Angeles and the Pacific Coast Jobbers’ and Manufacturers’ Association in San Francisco to remedy what seemed to be a superfluous charge on rail transport between the two cities. Years after spur-track switching charges had been abolished throughout most industrial districts of the United States, railroads serving Los Angeles and San Francisco continued to assess a charge of \$2.50 for every car they spotted on an industrial spur.

After an initial win before the Interstate Commerce Commission on May 7, 1910, the decision was then reversed and eventually went all the way to the U.S. Supreme Court. On June 8, 1914, the highest court in the land affirmed the Interstate Commerce Commission’s judgment, and the notorious “switching charge” was abolished. The decision helped spur the growth of business between California’s two largest cities.



**October 1, 1986**  
**NEW YORK**

**2009**  
**BEIJING**



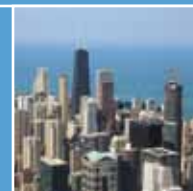
**January 19, 1909**  
**LOS ANGELES**



**February 7, 1994**  
**NASHVILLE**



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**September 26, 2003**  
**CHICAGO**

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## LIGHTS. CAMERA. ACTION.

The American film industry was in its infancy at the turn of the 20th century. Los Angeles, while beginning to attract pioneer filmmakers and eager investors, participants and performers, had yet to become its hub. In fact, it wasn't until 1908 – the year before Edwin and Joseph Loeb founded our firm – that the first motion picture entirely made in the city was completed. That all changed in 1914, after the success of *The Birth of a Nation*. It was then that the city – still with a population smaller than that of San Francisco – became widely viewed as the center of the motion picture industry.

By 1924, the Loeb brothers were solidly part of the city's legal elite. Their path to success may have originated with the vision of their grandfather, the legendary Los Angeles businessman and real estate magnate Harris Newmark, but it was their determination that put the firm on the map. Joseph and Edwin were masters at cultivating clients within the close-knit Jewish community, as well as attracting business from the many

ambitious newcomers that were arriving to cash in on the area's explosive growth. Their business development skills were honed on long train trips with fellow businessmen traveling back and forth from L.A. to New York.

Because of the brothers' deep roots in the city and the trust they'd established with many of the earliest pioneers of the motion picture industry, the firm was a natural choice of many studio heads, financiers and directors. When theater entrepreneur Marcus Loew gained control of Metro Pictures, Goldwyn Pictures Corporation and Louis B. Mayer Pictures in 1924, he combined it into the giant Metro-Goldwyn-Mayer studio with Louis B. Mayer as its production head; in turn, Mayer brought in visionary producer Irving Thalberg. Loeb & Loeb provided the legal counsel that helped form the new studio. Today, MGM continues to be one of the firm's valued clients, relying on Loeb & Loeb for a variety of legal services in the corporate finance, entertainment, media and technology spaces.



### MEDICAL MIRACLES

Known throughout Los Angeles as “the leading Jewish donor of the day,” Kaspare Cohn, a cousin of Edwin and Joseph Loeb, saw the need for greater medical service in the community. To honor his late brother, he donated a 10-room, single-family residence and set aside a large monetary donation to create the Kaspare Cohn Hospital. In 1902, officials dedicated the hospital, which soon distinguished itself not only by serving the medical needs of the Jewish community free of cost, but also by being the only facility in the city that would accept tubercular patients at a time when roughly 13 percent of the people in major cities were dying of the disease.

At the request of Cohn, who died in 1916, the hospital was renamed Cedars of Lebanon Hospital. In 1961, Cedars of Lebanon and Mount Sinai merged to form Cedars-Sinai Medical Center, now the largest nonprofit hospital in the western United States. Our firm continues to help Cedars-Sinai achieve its goals of development and expansion of its facilities.

### FINANCIAL FORESIGHT

In the early years of Loeb & Loeb, the firm was instrumental in establishing institutions like the Union Bank of California, and actively participated in helping the businesses and individuals who were drivers behind the development of the City of Los Angeles. A century later, the firm continues to be a leader in corporate finance transactions, including SPACs and PIPE deals, that help spur the success of companies competing in the global marketplace.

### GROWTH ZONE

Zoning ordinances distinguishing between residential and commercial properties are part of nearly every city’s fabric in 2009. But 100 years ago, when our firm was first founded, that was hardly the norm. In New York, commerce and families were intertwined, and so too were their quarters for living and doing business. Chicago’s meatpacking industry and the homes of the workers who depended on it were often located on the same street. It is ironic that Los Angeles, a city that didn’t even have a gas station until 1912, became the first large city in the nation to adopt zoning that distinguished between residential and commercial usage.

That landmark development in city planning occurred in 1909 – the same year that Edwin and Joseph Loeb decided to practice law together. They had grown up with an appreciation of real estate trends and values – their grandfather was one of the city’s most prominent real estate pioneers – and they knew their chosen profession would be in demand as the city’s footprint and population grew.

