
Flaster Greenberg Co-Managing Shareholder Recognized as Distinguished Leader by Law.com and The Legal Intelligencer

Press Release

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Jordan LaVine, Flaster Greenberg's Co-managing Shareholder, has been recently recognized with a 2024 Pennsylvania Legal Award for "Distinguished Leader" by Law.com and *The Legal Intelligencer*.

"We are delighted to highlight the great work and achievements across the full breadth of the legal communities in Pennsylvania and Delaware," said *The Legal Intelligencer* in their announcement of the winners.

This award recognizes lawyers and legal professionals who achieved impressive results in the past year and demonstrated clear leadership skills that helped them achieve those results.

LaVine is a renowned intellectual property attorney who has served as the firm's co-managing shareholder since 2021 and has led the firm's Trademark and Copyright Practice since 2006, when he joined the firm after working at an AmLaw 100 firm. He is also a past chair of the firm's Intellectual Property Department.

In his 18 years at Flaster Greenberg, LaVine has grown the Trademark and Copyright practice and clientele into one of the firm's most profitable and stable revenue centers, representing dozens of national and international Fortune 500 corporations as well as start-up and smaller, family-owned businesses. With LaVine at the helm, the firm manages over 10,000 active trademark properties for its clients around the world.

LaVine's clients include The New York Times Company, Simon & Schuster, Apple & Eve, Conde Nast, Penske Media (publisher of *Billboard*, *Rolling Stone*, *Variety*, *Robb Report*, and producer of the Golden Globe Awards and Dick Clark's New Year's Rockin' Eve), Grubhub, and more.

One client remarked that Jordan is an "inspirational group leader" who "is incredibly practical, looks at issues through a business lens and analyzes risk precisely. He has good interpersonal skills but can be aggressive when need be."

What's the first piece of advice you have for someone dealing with a crisis?

"Try to stay calm and gather as much information as you can about the crisis; create a core response team that will assist with addressing the immediate crisis; measure the severity of and nature of the crisis and determine if there are persons or resources that you can consult to help address the crisis; with the help of the response team and persons or resources expert regarding the issues, try to develop a plan for promptly addressing the issue and communicate clearly with those affected by the crisis."

-Jordan LaVine

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In his role as co-managing shareholder, along with co-managing shareholder Steven Poulathas, LaVine has overseen the firm's greatest revenue growth in its history, with the overall revenue being up more than 40% over the last four years. This can be attributed, in part, to his dedication to the firm's lateral recruitment efforts. He was instrumental in helping grow the attorney headcount, which began with the addition of an 8-attorney intellectual property group and a 3-attorney insurance recovery practice group in 2020. The IP group has since grown organically to over 25 attorneys and has established Intellectual Property as one of the largest practice groups in the firm.

Along with firm leadership, LaVine has also overseen significant technology investments and improvements such as new operating systems, which offer secure access to cloud workspaces and an upgrade to the firm's knowledge work platform. Both improvements ensure attorneys and staff can create, collaborate, search, and share information quickly and efficiently, without technology barriers, from any location. LaVine has also helped the firm move into new offices in Philadelphia and Conshohocken, which included a larger footprint for both locations and that feature collaboration spaces and technology to support remote work and client interactions.

Read The Legal Intelligencer's announcement [here](#).

ATTORNEYS MENTIONED

Jordan LaVine