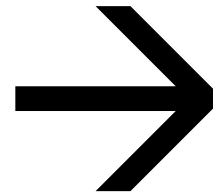


Old

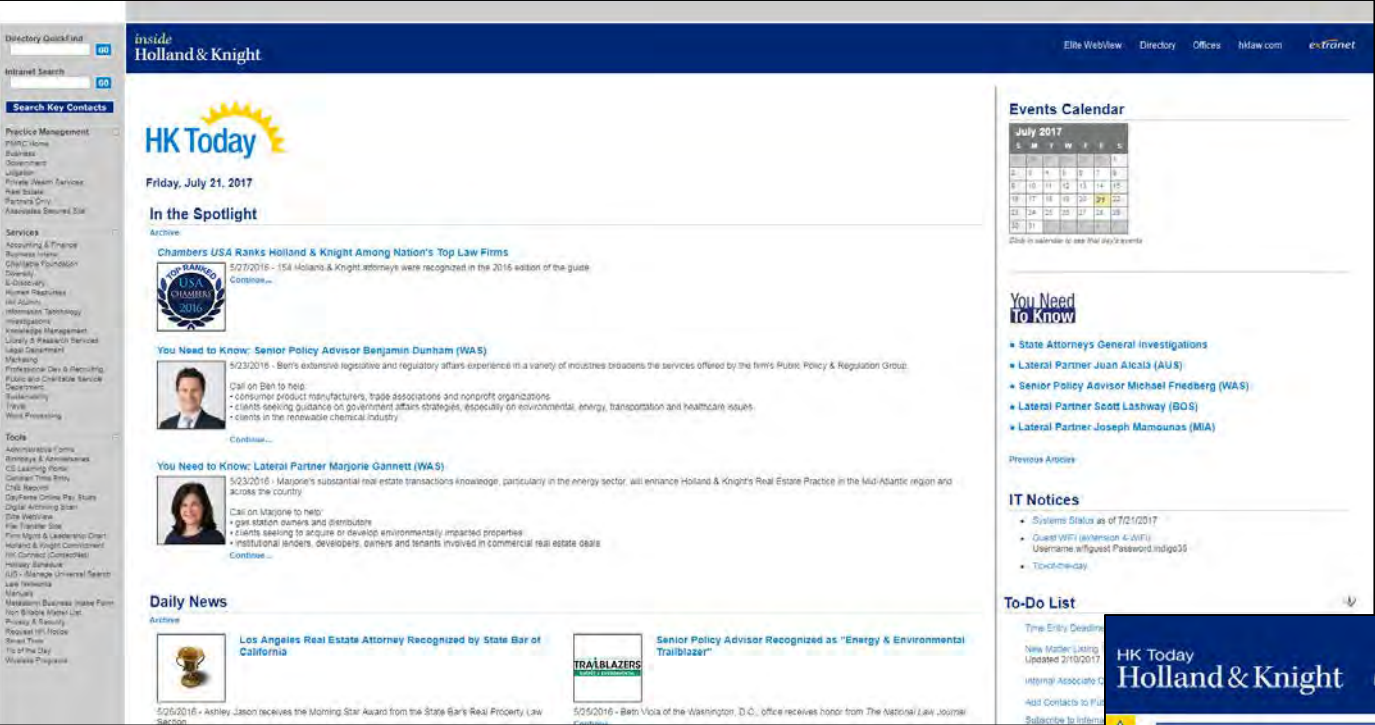


Revamped 10 page
Branding Guidelines to
expand color palette and
logo guidelines, address
email signature block
award logo policy, and
office location info

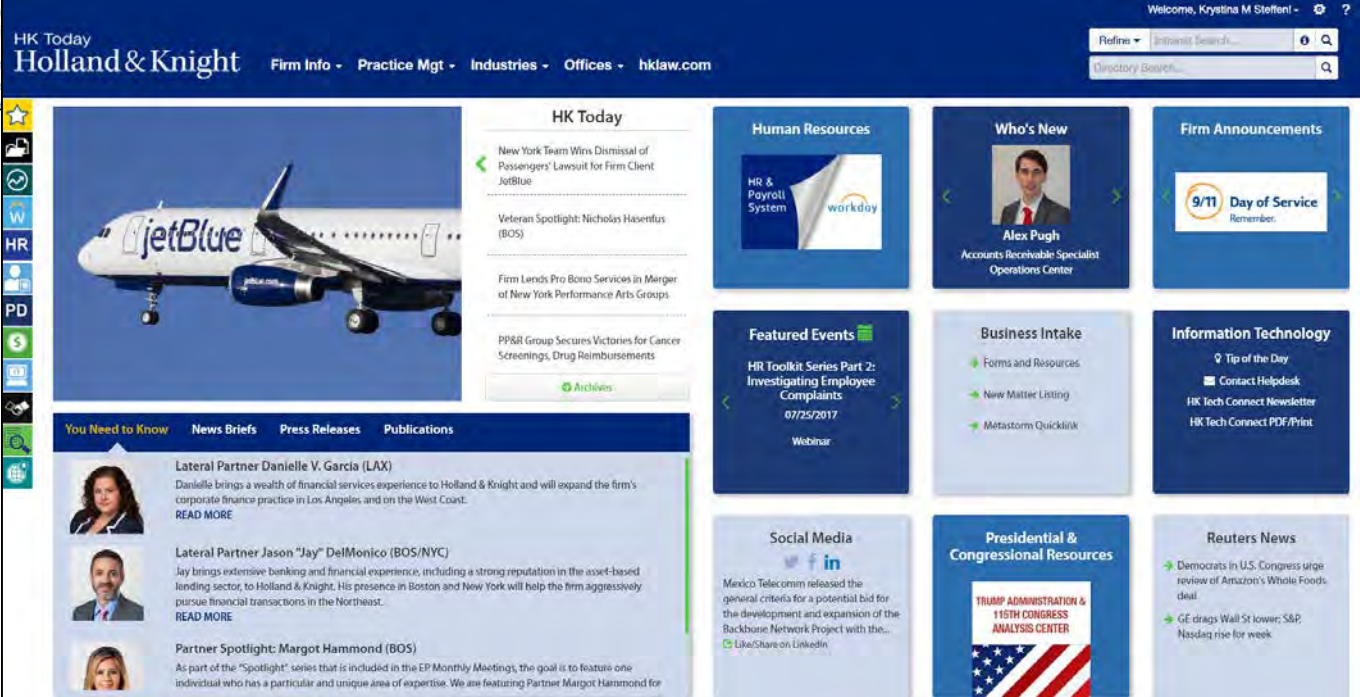
New



Old



New



As part of the Marketing Leadership Team, I helped lead efforts to **redesign intranet** after decades-old .asp environment was no longer meeting firm needs.

Steering Committee involvement included close interaction with design and technology vendors, Web Content Team and numerous teams within the firm's IT Department, as well as firm leadership.

As Attorneys Envisioned

Holland & Knight

Acquisitions and Sales

Helping clients purchase, sell and finance commercial, industrial and retail property represents the "bread and butter" of our West Coast Real Estate Group. In 2016, Holland & Knight negotiated and helped finance and close nearly \$1 billion in acquisitions and sales of commercial properties.

\$387 MILLION SALE OF WASHINGTON OFFICE PLAZA BY COMMONWEALTH PARTNERS TO KOREAN SYNDICATE



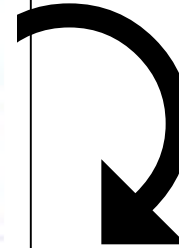
- We represented NOP 1001 Fourth LLC – an entity controlled by Commonwealth Partners, which is a California Public Employees' Retirement System (CalPERS) investment advisor – in connection with the \$387 million sale of the Class A office building Safeco Plaza to Seattle SC Plaza 2 LLC, an entity owned by various Korean investment funds. Safeco Plaza is a 50-story skyscraper located in downtown Seattle, Washington. The sophisticated financing included the negotiation of several holdback agreements and the navigation of real estate investment trust (REIT) restrictions relating to Korean investment funds.

\$457 MILLION IN CALIFORNIA SALES AND ACQUISITIONS BY PRIME PROPERTY FUND

Our team represented Prime Property Fund LLC (Prime) and its affiliates in connection with their active real estate purchase and sale program on the West Coast. In 2016, Holland & Knight helped Prime close several significant real estate transactions.



- We represented Prime in connection with the \$295 million sale of a Class A office building by a Prime affiliate to Cedars-Sinai Medical Center. The office building is located in the Miracle Mile area of Los Angeles, California, and was designed by Pritzker Award-winning architect I. M. Pei.
- We represented Prime in connection with an \$83 million acquisition by Prime affiliates from various sellers of industrial properties located in Vernon, Richmond and San Jose, California. All of the properties have been improved with cold storage facilities, including warehouses with truck platforms and refrigerating systems.
- We represented Prime in connection with the \$78.8 million acquisition by a Prime affiliate of a ground lease interest in the Heritage Corporate Center in Santa Fe Springs, California. The Heritage Corporate Center is a mixed-use business park comprised of 23 buildings totaling 724,154 square feet.



New

The Real Estate Section produces **annual reports** showcasing transactions handled by the firm's West Coast attorneys in Real Estate, Land Use and Environment, Government and Energy practices. With my art direction, their initial draft becomes an enhanced, magazine-quality brochure with increased reach on Issuu.com.



ACQUISITIONS AND SALES



Each year we help our clients purchase, sell, lease, operate and finance billions of dollars of commercial real estate assets. In addition to standard product types such as office, retail and industrial, we also represent clients in the acquisition and sale of specialty types, including hotels, data centers and former power plants.

2 | WWW.HKKN.COM

Holland & Knight Advises on \$387 Million Sale of Washington Office Plaza by Commonwealth Partners to Korean Syndicate

» We represented NOP 1001 Fourth LLC, an entity controlled by Commonwealth Partners, in connection with the \$387 million sale of the Class A office building Safeco Plaza to Seattle SC Plaza 2 LLC, an entity owned by various Korean investment funds. Safeco Plaza is a 50-story skyscraper located in downtown Seattle, Washington. The sophisticated disposition included the negotiation of several holdback agreements to complete tenant improvement obligations and the navigation of real estate investment trust (REIT) restrictions relating to Korean investment funds.

Team Represents BBC Esmeralda, LLC in \$75.9 Million Purchase of Renaissance Indian Wells Resort & Spa

» We represented BBC Esmeralda, LLC in connection with its \$75.9 million purchase from Palco Esmeralda (SP) LLC of the Renaissance Indian Wells Resort & Spa in the Coachella Valley. The resort includes a 500-room luxury hotel located adjacent to the Indian Wells Golf Resort. We performed, analyzed and evaluated extensive due diligence, negotiated with the City of Indian Wells regarding the joint use of the resort golf course, and advised the client on a wide spectrum of issues ranging from the liquor licenses to the assessment of transient occupancy taxes to the rights and obligations under the service and management contracts. We negotiated the purchase agreement and the other related contracts, and facilitated a timely closing and transfer of the hotel, the F&B, liquor licenses and inventory, and the management of the foregoing.

Firm Negotiates \$86 Million Sale of Potrero Power Plant Site for Redevelopment

» We represented MDC Potrero LLC as seller of an approximately 21-acre development site in San Francisco, California, to California Starco Company LLC. The site of the former Potrero Power Plant, which closed in 2011, is expected to be developed as a mixed-use project for housing, commercial and retail uses, as well as several acres of public parks. Transaction complexities included negotiation of a complicated environmental insurance product to ensure remediation of the site.



Holland & Knight Counsels on California Sales and Acquisitions by Morgan Stanley Real Estate Investing

» Our team represented Morgan Stanley Real Estate Investing (MSREI) and its affiliates in connection with about \$1 billion in significant West Coast real estate acquisitions and dispositions. In one of the more notable transactions, Cedars-Sinai Medical Center paid \$295 million to acquire a Class A office building designed by Pritzker Award-winning architect, I.M. Pei, in the Miracle Mile section of Los Angeles. Another notable transaction involved the acquisition of a portfolio of cold storage facilities throughout California.



WWW.HKKN.COM 3 | 2

Old

The Trusted Partner You Seek

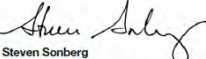
The hallmark of Holland & Knight is the delivery of the highest quality legal work to our clients.

Strong, strategic partnerships with our clients are integral to helping them achieve success. We are committed to providing a high level of personal service on a consistent basis. Whether advising you during a crisis to protect critical business assets or supporting you in a routine matter, we deliver value by developing pragmatic and effective strategies, while being sensitive to your legal services budget.

As a global law firm providing a broad scope of services — from transactional and regulatory matters to complex business disputes — Holland & Knight is relied upon by clients ranging from startup entrepreneurial enterprises and middle market companies to Fortune 100 corporations. Our industry-aligned client service groups combine industry knowledge with legal experience and business acumen.

At a time when clients are looking for added value in the services delivered by their law firms, I am extremely proud that our clients continue to choose Holland & Knight for our efficient and effective approach to helping them attain their short- and long-term goals. The strength of our relationships with our clients enables us to become their essential partner of choice.

My colleagues and I look forward to working with you to demonstrate firsthand how our firm can become an important resource to you and your organization. Thank you in advance for considering Holland & Knight as your trusted legal advisor.



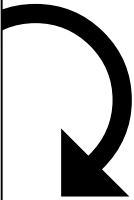
Steven Sonberg
Managing Partner

Legal Knowledge That Serves Your Business Goals

At Holland & Knight we put our legal knowledge to work for you in a practical manner. We know that in order to be of the highest value to you, we must first understand your business.

With more than 1,000 lawyers in our U.S. and international offices and legal colleagues in over 40 countries around the world, Holland & Knight serves clients globally. Our clients recognize the ability of our firm to consistently provide excellent value in a variety of areas from complex commercial litigation, corporate finance, and mergers and acquisitions to regulatory matters, real estate transactions and government investigations. Members of our firm offer decades of experience in an array of industries, businesses and government organizations, which results in helping our clients identify and capture opportunities while mitigating risk and liability.

Organized around select industry groups designed to tap into our strengths across multiple practice areas, we provide industry-targeted representation and multidisciplinary solutions tailored to each client's specific needs. We welcome the opportunity to serve your business, capably address your current business requirements and help you achieve your objectives.



New

One of my first tasks when I took over art direction was to breathe life into the firm's **Capabilities Brochure**.

From a monotone look, I led the Creative and MarCom Team to transform it into a more colorful design, with engaging graphics and text that has a call to action.

LEGAL KNOWLEDGE THAT SERVES YOUR GOALS

At Holland & Knight, we put our legal knowledge to work for you in a practical manner. We know that in order to be the best value to you, we must first provide personalized solutions tailored to your needs.

With more than 1,200 lawyers in our U.S. and international offices, and legal colleagues in over 40 countries around the world, Holland & Knight serves clients globally. Our clients recognize the ability of our firm to consistently provide excellent value in a variety of areas that range from complex commercial litigation, mergers and acquisitions to regulatory matters, real estate transactions and government advocacy. Members of our firm offer decades of experience across an array of industries, businesses and government organizations that results in helping our clients identify and capture opportunities while mitigating risk and liability.

Organized around select industry groups that tap into our strengths across multiple practice areas, our industry-targeted representation and collaborative approach is designed to comprehensively address the full scope of our clients' legal challenges and objectives. We welcome the opportunity to serve you with responsive, innovative strategies that transform your needs and goals into successes.

YOUR CONCERNS EQUAL SOME OF YOUR BIGGEST OPPORTUNITIES

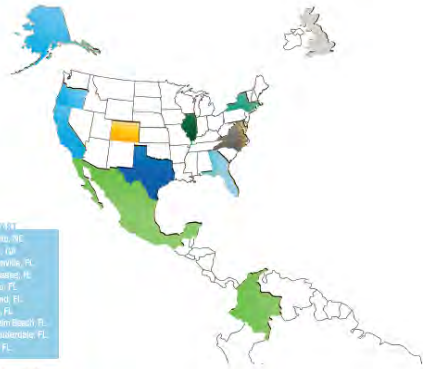


OUTSTANDING COUNSEL WHEREVER YOU NEED US

Recognizing our clients' need for a legal team with a clear understanding of the complex issues facing their organizations, Holland & Knight makes significant investments to stay abreast of respective industry trends and related business issues. Experienced partners with extensive industry-relevant knowledge oversee client engagements, enabling us to provide our clients a comprehensive 360-degree perspective — not just legal advice in a business vacuum. With more than 20 offices around the globe, we are committed to providing high-quality legal counsel combined with the utmost in client service — across state and national borders — in a seamless, cost-effective manner.

At Holland & Knight, you can count on working with attorneys committed to delivering superior counsel for every client matter. This level of legal guidance, combined with our interdisciplinary structure and the firm's global network, is your assurance of high-quality resources when and where you need them.

OFFICE FOOTPRINT



WEST COAST
Anchorage, AK
Portland, OR
San Francisco, CA
Los Angeles, CA

EAST & MEXICO
Mexico City, Mexico
Bogotá, Colombia

COLORADO
Denver

TEXAS
Austin
Dallas
Houston

ILLINOIS
Chicago

NORTHEAST
Boston, MA
Stamford, CT
New York, NY

MID-ATLANTIC
Tysons, VA
Washington, D.C.

INTERNATIONAL
Singapore, SG
Shanghai, CH
Jacksonville, FL
Tallahassee, FL
Orlando, FL
Lawrenceville, GA
Tampa, FL
West Palm Beach, FL
Fort Lauderdale, FL
Miami, FL

INDIA
London, England

Holland & Knight

www.hklaw.com

PLEASE JOIN US

You are cordially invited to attend the...

Holland & Knight Biannual Joe's Stone Crab Dinner

Please join Holland & Knight's [White Collar Defense and Investigations Team](#) for an evening of food and conversation to kick off the annual [ABA White Collar Crime Conference](#).

Since 1913, Joe's Stone Crab has served great food and drinks to the famous, the not-so-famous and the infamous. We hope that you will be our guest for the evening.

Schedule for the Evening

6:00 - 7:00 p.m. | Cocktails

7:00 - 9:00 p.m. | Dinner

EVENT DETAILS

Date/Time

Wednesday, March 5, 2014

6:00 - 9:00 p.m.

Location

Joe's Stone Crab

11 Washington Avenue
Miami Beach, FL 33139

RSVP for ~goesBy~ ~lastName~

[Yes, I will attend.](#)

[No, I am unable to attend.](#)

Space is limited. Please register by February 12.

Please Note

Due to space constraints, seating is limited and by invitation only.

CONNECT WITH US



SAVE THE DATE

Please mark your calendar for an evening of good food and delightful company during the 2017 American Bar Association White Collar Crime Institute, courtesy of Holland & Knight's [White Collar Defense and Investigations Team](#). We will enjoy cocktails and dinner at the famous Joe's Stone Crab restaurant in Miami Beach.

We hope to see you there. More details will follow in future updates.

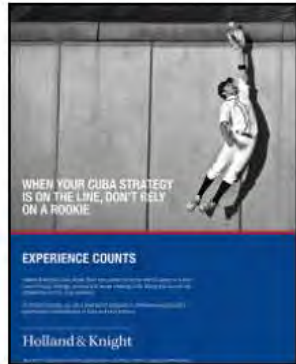
DATE/TIME:	Wednesday, March 8, 2017 6:00 – 9:00 p.m.
	6:00 – 7:00 p.m. Cocktails 7:00 – 9:00 p.m. Dinner
WHERE:	Joe's Stone Crab 11 Washington Ave. Miami Beach, FL 33139

Holland & Knight

After many years in use, the firm deserved a more modern, sophisticated **evite template**. With font and imagery flexibility, the team and firm was no longer locked into light blue colors. Other important info could also be shown in cleaner ways to attract interest and RSVPs.

Innovation – Created Robust Intranet Creative Services Gallery to Access Collateral

Advertisements

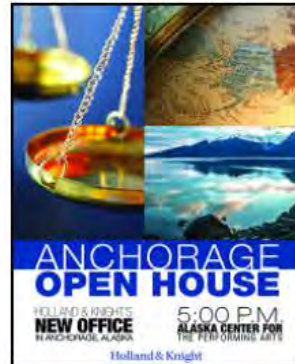


DBJ's Cuba Report (ad with advertorial content)



Corporate Counsel Women of Color Conference

Display Graphics



Anchorage Office Open House



East Texas Congressional Delegation Reception

Invites and Evites



ABA Annual National Institute on White Collar Crime (modern big image template)



Atlanta Women's Initiative Athleta Event

Announcements

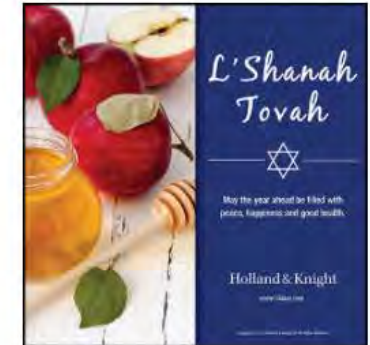


A Buyer's Guide to Cyber Liability Insurance Coverage

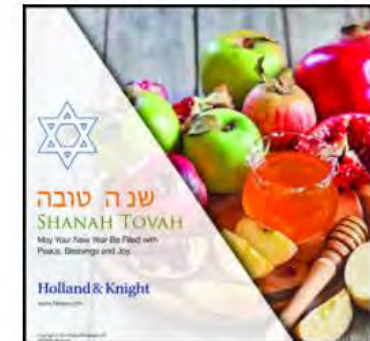


Team Announcement

Holiday Cards



Rosh Hashanah Card 2016



Rosh Hashanah Card 2015

Innovation – Created Robust Intranet Creative Services Gallery to Access Collateral

Infographics



Financial Services
Team Fast Facts



Public Policy &
Regulation: Coalition
Building



Energy and Natural
Resources Fast Facts



Media Team Fast
Facts

Brochures



2017 FIBA Brochure



2016 Annual
Report: West Coast
Real Estate, Land Use,
Environment and
Energy Groups Project
Highlights



Gateway 2015 Annual
Report: South
Florida Real Estate
Group Project
Highlights



A Buyer's Guide to
Cyber Liability
Insurance Coverage

Collateral Suites



FIBA Anti-Money
Laundering
Compliance
Conference

- Brochure
- Announcement
- Evite
- Displays
- Article Reprint (featuring related firm professionals)
- Meet the Team Show Sheet
- Social Media Thumbnails



14th Biennial Local
Government Law
Seminar

- Save the Date, Evite and Followups
- Program/Agenda
- Check-In Table Displays
- Panel Session Posters
- Registration Materials
- Related Nametags

Innovation – Created Robust **Intranet Creative Services Gallery** to Access Collateral



Marketing Module

Pt. 1

(Real Estate Example)

- Show Sheets
- Practice Area Descriptions
- Case Studies
- PowerPoints
- Infographics
- Text-Only Fast Facts
- Matter Listings



2016 Corporate Retreat

- Evite
- PowerPoint
- Cover
- Agenda
- Deal Collection Forms
- Referral Forms



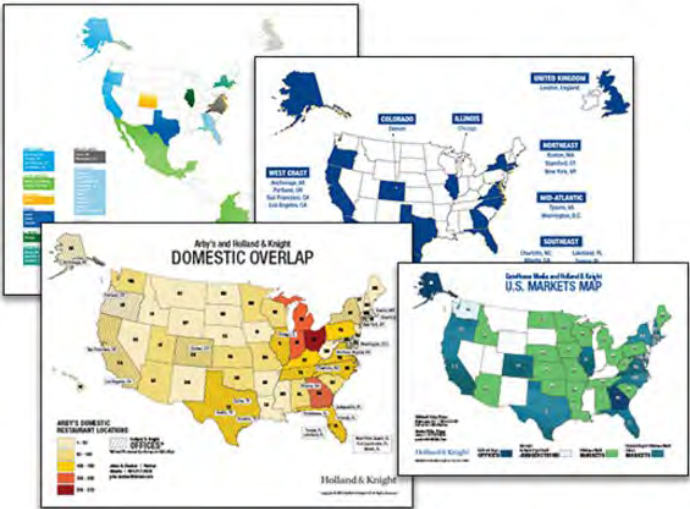
Marketing Module

Pt. 2

(Real Estate Example)

- Brochures
- Issuu Publications
- Pitch Books
- Displays
- 360° Campaigns
- Social Media

Maps



- Holland & Knight Office Map (color)
- Holland & Knight Office Map (blue)
- Holland & Knight and Arby's Domestic Market Overlap
- Gatehouse Media and Holland & Knight U.S. Markets Map

Innovation – Created Robust Intranet Creative Services Gallery to Access Collateral

Other Business Development Collateral



2016 Congressional Calendar



Domestic Corporate Transactional Package (graphic-heavy show sheets)



Custom Pitch Book Prepared for the Government of Puerto Rico (graphics incorporated)



Custom Agenda Cover:
Labor and Employment
Law Breakfast Briefing



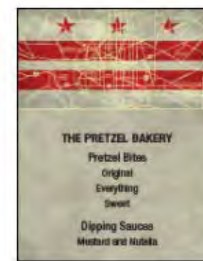
Who's Here
Today:
Jacksonville Wine and
Chocolate Event



HK Innovators
(Alternate Size
Pamphlet for Printing)



Show Sheet Template



D.C. Young Professional
Reception Menu Cards



Deal Tombstones

Logos:

- Consumer Protection Defense and Compliance
- HK Lab
- HK Marketplace



Institute for
Consumer Protection
Defense and Compliance
Holland & Knight



Holland & Knight