

***Volunteer Attorney Accomplishment for Internal and External News***

**Date:** June 20, 2019  
**Names of Attorneys:** Tammy Lam and Daniel Schloss  
**Name of Firm:** Greenberg Traurig, LLP  
**Client Served:** Hook Arts Media f/k/a Dance Theatre Etcetera

**Accomplishment:** Guided Hook Arts Media (HAM) f/k/a Dance Theatre Etcetera through process of completing corporate name change and registering new trademark, helping HAM secure funds to further its mission to unite artists and community members as co-creators in dynamic cultural activities.

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**Specific Case Highlights:** Since its incorporation in 1979, HAM has shifted its mission from stimulating public interest in dance by creating a repertory dance company to facilitating multidisciplinary arts workshops, classes, performances, and events to spur artistic expression in Brooklyn. HAM provides these arts programs primarily to students from low-income families and relies on numerous artists and community members that reside in Red Hook, Brooklyn, to offer instruction on a variety of mediums, including dance, art, spoken word, and mixed digital media.

In 2017, HAM received city, state, and other charitable funding to secure a marketing consultant to complete its envisioned renaming and rebranding process to reflect its shift to multidisciplinary arts education. HAM requested legal assistance to ensure that its corporate name change was compliant under the Nonprofit Revitalization Act, all appropriate regulatory bodies and business partners were notified, and that its new trademark was registered, once developed.

**Greenberg Traurig, LLP** attorneys **Tammy Lam** and **Daniel Schloss** volunteered to assist HAM with its corporate name change and related trademark registration. The team, expertly led by Daniel Schloss, advised HAM over a period of more than two years through the process of researching existing marks to discern viable new organization names, registering HAM as “Hook Arts Media” with the New York Department of State and the Internal Revenue Service, and even generously covering all the fees associated with filings made on HAM’s behalf. HAM noted that none of these services were provided by the rebranding firm that they hired, and that they are already seeing the positive impact of their rebranding to reflect the artists, young people, and community members that participate in their programs.

Martha Bowers, HAM’s Founder and Executive Director, emphasized that HAM “could not have successfully completed this process without the excellent legal assistance Daniel and Tammy provided.” Martha further noted, “We know that all the lawyers at Greenberg Traurig, LLP must be extraordinarily busy with paying clients so we deeply appreciated that, as a pro bono case, we always received such excellent and prompt attention throughout the rebranding process.” Martha reflected that “it is because of the generosity and expert legal assistance firms like Greenberg Traurig, LLP provide through Lawyers Alliance for New York to New York City nonprofits that we can carry out our missions and provide critical services to our constituents. On behalf of all the artists, young people, and community members that participate in our programs, I extend our heartfelt thanks.”

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**About Lawyers Alliance:** [Lawyers Alliance for New York](http://www.lawyersalliance.org) is the leading provider of business and transactional legal services for nonprofit organizations and social enterprises that are improving the quality of life in New York City neighborhoods. By connecting lawyers, nonprofits, and communities, Lawyers Alliance for New York helps organizations to develop affordable housing, stimulate economic development, promote community arts, strengthen urban health, and operate and advocate for vital programs for children and young people, the elderly, and other low-income New Yorkers. During the past year, staff attorneys at Lawyers Alliance worked with more than 1,900 volunteer attorneys to represent approximately 660 nonprofit clients on 1,200 matters.

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