

Hersh Mannis LLP



Meet Los Angeles family law attorneys, Neal Raymond Hersh, Joseph Mannis, James M. Simon and Adam Philip Lipsic, of Hersh, Mannis, LLP. They are known as the discreet legal muscle behind the personal lives of L.A.'s top influencers, entertainers, pro athletes and high asset individuals. Led by Hersh and Mannis, who have "slayed" in L.A.'s exclusive circles for decades, the partners of HM have perfected the "fine-tuned art" of advising and representing high-profile clients in the family law arena. In a city where word-of-mouth referrals are the greatest form of compliment, the firm has, without a doubt, earned an important seat at the table for a very specialized type of clientele; one that requires fierce protection of not only their personal lives, but also their professional lives and reputations.

The unique legacy brand created by Hersh and Mannis provides each HM client with full-service, around the clock attention to their case. Every nuance and shifting detail is analyzed, and no stone is left unturned. This approach has become their signature brand. It has continued to earn them the enduring trust of L.A.'s most interesting and complex individuals as well as community recognition—Hersh, Mannis and Lipsic were all recently recognized by Variety in its highly coveted 2016 Legal Impact Report. Another move that Hersh and

Mannis made over the past decade was identifying the most promising and talented legal minds in family law and hiring them to the firm. Indeed, HM's talent arsenal extends beyond just its founders. It reflects a roster of talent possessing the highest level of leadership in the legal community, many with a multitude of advanced certifications in family law and possessing a vast and diverse business acumen.

In celebration of the Power Players issue, the HM partners opened up about what it takes to for them be at the top of their game every day.

What drew you to the field of family law and what is the reason you do what you do?

Hersh: "Why do I do this? A really interesting question. I love family law. It is one of the most interesting and challenging aspects of the law and it excites me every day. Clients are in the midst of a life-changing event when they arrive at our office. Therefore, while it is very stressful and time consuming, each day brings new issues and intellectual challenges."

Mannis: "The area of family law requires an attorney with a strong intellect; one who is a good strategist, having both a good legal and mathematical mind. I

believe I possess these attributes and that is perhaps why after 40 years of practice, I find I enjoy this area of the law immensely."

Simon: "Family law is the most diverse and challenging of all fields. It requires the greatest level of skillsets, in that the attorney must be adept at building trust with a client who may be in a highly emotional state. That attorney must also possess the knowhow and the ability to guide the client through extremely important decisions, and to be or to become an expert from A to Z in whatever type of employment or businesses that the parties are

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involved in. Whether they are an athlete or the owner of a zoo, the attorney must navigate highly complex financial issues and potentially both contentious and emotionally charged child custody issues. That attorney must be a skilled negotiator during settlement and a master of the courtroom, utilizing eye-catching and cogent paperwork as well as dynamic and well-reasoned oral presentations."

What part do emotions play in the work that you do?

Lipsic: "Emotions are inextricably intertwined with almost everything we do. From a client perspective, managing their emotional reaction to the fact that they are getting divorced as well as the actions taken in the divorce by the opposing party/counsel, is paramount. While the emotional outlay is best addressed in therapy (and is likely cheaper), it comes with the territory and it is part of our job to help the client see the big picture and not get caught up in the minutiae."

Simon: "Agreed and I will add my advice to this which is: Don't choose a lawyer who feeds on your emotional charge, or one who throws more kerosene on a volatile situation, rather than one who will attempt to put a blanket on the fire through a negotiated settlement."

In your experience, does representing celebrity clients or others in the public eye pose other unique challenges?

Hersh: "In dealing with celebrity clients, there are myriad of issues which need to be addressed. First and foremost, they are celebrities. The media has an interest in everything they do, and certainly their divorce cases create the opportunity for high exposure. When non-celebrity clients go to court to litigate their cases, very few people care except perhaps the litigants' family members and close friends. When a celebrity litigates his/her divorce the entire world watches and has opinions on what the celebrities do both in and out of court. We often have to deal with publicists, business managers and personal managers in order to ensure that the celebrity client gets through this process as quickly as possible with their public image intact, while attempting

to minimize the amount of media attention as much as possible despite the prevalence of paparazzi journalism."

How do you explain the success of your firm and your careers as trial attorneys?

Mannis: "Creativity fosters possibility. You have to think outside of the box when attempting to find solutions. We are always looking for effective strategies to keep legal costs down wherever and whenever possible, regardless of our client's prominence or personal net worth."

Hersh: "Presenting a case at trial is like painting a picture with words. You need to be convincing of the fact that your side of the case is more reasonable and appropriate than your opponents. Next, you have to use words and persuasion to show that your client is more truthful and honest than the opposing party. You must constantly be painting that picture with every witness you question, every exhibit you utilize and with virtually every word that comes out of your mouth. Every case needs a theme and a theory. Great lawyering involves being constantly mindful of the theme and theory of each unique case and maintaining focus on that so that the presentation is cogent and effective. This presents a unique skill set that many profess to have, but few truly have."