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**SNELL & WILMER CONTINUES TO EXPAND IN LOS ANGELES WITH ADDITION OF COMMERCIAL LITIGATION PARTNER KEITH GREGORY**

**LOS ANGELES (October 24, 2011)** – Snell & Wilmer is pleased to announce the addition of Keith Gregory to the Los Angeles office where his practice will be focused on commercial litigation. He joins Snell & Wilmer from the law firm of Greenberg & Bass.

“Keith's extensive business litigation experience, including his franchise background, will enable us to build on existing strengths in our Los Angeles office and expand the scope of services we provide to our clients in Southern California,” said Cary Jones, Administrative Partner of Snell & Wilmer’s Los Angeles office.

Gregory received his Bachelor of Arts degree from the University of California, Los Angeles and his law degree from the University of San Diego. He practices in the areas of general business matters, corporate, franchise and partnership disputes, and intellectual property and commercial litigation. He is an experienced litigator, with considerable background in intellectual property issues, licensing agreements, trade secret matters and Uniform Commercial Code issues, especially within the electronic components and semi-conductor industries. Gregory was recently appointed to the SAE International AS6081 Committee established to develop standards proscribing counterfeit parts avoidance requirements for independent distributors.

According to Gregory, “I joined Snell & Wilmer to enhance my ability to help my clients meet their business goals. The firm’s full service capabilities paired with a focus in the Western region are an attractive service offering for the clients I counsel.”

**About Snell & Wilmer L.L.P.**

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations throughout the western United States and in Mexico, including Los Angeles and Orange County, California; Phoenix and Tucson, Arizona; Denver, Colorado; Las Vegas and Reno, Nevada; Salt Lake City, Utah; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit [www.swlaw.com](http://www.swlaw.com).

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