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## **Bell Nunnally Beefs Up IP, Corporate Groups**

By **Julie Zeveloff**

Law360, New York (February 12, 2010) -- Bell Nunnally & Martin LLP has added an intellectual property expert from Fulbright & Jaworski LLP and a private practitioner in corporate transactions to its ranks.

Dallas-based Bell Nunnally announced the new hires earlier in February. Craig J. Cox, formerly of Fulbright & Jaworski, joined as a partner in Bell Nunnally's intellectual property practice, and George W. Coleman, who came from his own private practice, joined the firm's corporate and transactional practice as of counsel.

Cox has worked with a range of companies to help them identify, acquire and protect their intellectual property. He has extensive experience with licensing, technology transfer, technology contracts and intellectual property issues in mergers and acquisitions matters.

He represents clients in a broad range of industries, including telecommunications, computer, software, medical device, audio recognition and gaming.

"We are pleased to add to the firm Craig's respected experience in intellectual property matters," Bell Nunnally managing partner Jim Skochdopole said.

Craig earned his bachelor's degree in electrical engineering from Texas A&M University and his law degree from the University of Tulsa College of Law. In addition to 10 years of experience in private practice, Cox has worked as general counsel for Netrake Corp. and Calpont Corp., and was corporate counsel for Lucent Technologies/Bell Labs.

Coleman has extensive experience in structuring and negotiating complex business transactions and partnership and limited liability company structures, including handling the acquisition and disposition of businesses, the financing of business activities, the creation of business entities, family succession planning, and assisting committees of boards of directors.

He is the co-author of a treatise on Texas LLCs under the Texas Business Organizations Code and the former chair of the American Bar Association's Partnership and LLC Law Committee of the Business Law Section.

"George brings a wealth of experience to our corporate and transactional practices," Skochdopole said.

Coleman received his bachelor's degree in petroleum engineering from the University of Oklahoma in 1961 and his Bachelor of Laws from Southern Methodist University's Dedman School of Law in 1963.

In January, Bell Nunnally nabbed former Warner Stevens LLP partner Jeffrey R. Erler, who joined the firm's bankruptcy practice, focusing on creditors' rights.

Erler said he was interested in switching from the Fort Worth, Texas-based firm in order to lessen his commute from the Dallas area. "I was fortunate enough to find a wonderful firm and a group of attorneys that really fit my personality and my practice and what I was looking for in terms of long-term growth," he said of Bell Nunnally.

"I was just incredibly fortunate to find a firm like Bell Nunnally that allowed me to make that move," he said.

Erler has extensive experience in advising creditors committees in midsize and large bankruptcies, and dealing in reorganizations, liquidations, pre- and post-bankruptcy workouts, and foreclosure matters.

"I focus on insolvency and creditors' rights, but in plain English, I have made a career out of representing creditors of varying levels, whether banks or lenders, as well as service providers and goods providers, and protecting them when their customers or vendors experience financial difficulties," Erler said.

Erler graduated from Texas A&M University in 1993, and received his law degree from SMU's Dedman School of Law in 1996.

--Additional reporting by Elise Czajkowski

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