



Lawyers Alliance
for New York

Connecting lawyers, nonprofits, and communities

CORNERSTONE
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November 9, 2011

VOLUNTEER ACCOMPLISHMENT

Matthew B. Zisk of Skadden, Arps, Slate, Meagher & Flom LLP *Expert Intellectual Property Counsel Protects Nonprofit Programs and Services*

Accomplishment: Recipient of Lawyers Alliance for New York's **2011 Cornerstone Award** honoring outstanding pro bono legal services to nonprofits, to be presented on Tuesday, November 15, 2011.

Highlights: Since first partnering with Lawyers Alliance in 2007, Mr. Zisk has worked with four Lawyers Alliance clients on 11 different intellectual property matters. Mr. Zisk makes himself available when needed for Lawyers Alliance's nonprofit clients on a multitude of intellectual property-related issues, from the most straightforward contract agreements to very complex trademark registration matters.

Since 2008, Mr. Zisk has assisted **The Financial Clinic** (the Clinic), a nonprofit that builds financial security for the working poor, on a variety of legal issues including structuring and negotiating several agreements to license the Clinic's core intellectual property assets to collaborating organizations. Having established a strong relationship with the Clinic, Mr. Zisk joined its Board of Directors in 2010. The Clinic's Executive Director Mae Watson Grote raved that Mr. Zisk is "not only brilliant, he is also lovely to work with." She declares that Mr. Zisk's contributions are manifold and have no limit "which is why he is such a valued partner, mentor, and a good friend of the Clinic's, also making him a perfect board member."

Mr. Zisk has also worked with the **Literacy Assistance Center (LAC)**, a nonprofit dedicated to supporting and promoting the expansion of quality literacy services in New York. LAC has benefited from his work on seven legal matters in the past four years. Work has included assisting LAC with a planned collaboration and understanding its intellectual property rights relating to certain assessment services it shares with partners. Of Mr. Zisk, Craig Tozzo, LAC's Chief Financial Officer, says that he and the rest of the LAC staff "are very grateful for both his legal expertise and his commitment to the nonprofit sector."

Of his pro bono experience, Mr. Zisk remarked, "Working on these and other pro bono matters is among the most satisfying work I have done as a lawyer, and I credit Lawyers Alliance for helping tremendously to facilitate this work and to foster a culture both at Skadden and elsewhere that encourages lawyers to commit themselves fully to working on matters that would otherwise go without legal representation."

About Lawyers Alliance for New York: Lawyers Alliance for New York is the leading provider of business and transactional legal services for nonprofit organizations that are improving the quality of life in New York City neighborhoods. Our network of pro bono lawyers from law firms and corporations and staff of experienced attorneys collaborate to deliver expert corporate, tax, real estate, employment, intellectual property, and other legal services to community organizations. By connecting lawyers, nonprofits, and communities, we help nonprofits to develop affordable housing, stimulate economic development, promote community arts, and operate and advocate for vital programs for children and young people, the elderly, and other low-income New Yorkers. During the past year, 14 staff attorneys and 1,484 volunteer attorneys represented 625 clients on 1,014 matters.

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