

## Former 49ers Counsel Goes Solo Under Hanson Bridgett

By William-Arthur Haynes  
Daily Journal Staff Writer

SAN FRANCISCO - After giving up his five-year tenure as general counsel for the San Francisco 49ers in May, Edward T. Goines couldn't decide what to do next - hang his own shingle or launch a practice under a local firm's umbrella. Now he's doing both.

Goines and Andrew G. Giacomini, managing partner of Hanson, Bridgett, Marcus, Vlahos & Rudy, have engineered what could only be called a marriage of convenience. Goines, who will become of-counsel at the 125-attorney firm, will run his solo sports and entertainment business practice Sui Generis out of the firm's San Francisco office.

"The beauty of Hanson is they had the additional space, which is good for me, and I have the ability to use their office support services," Goines said. "But more important than that, they have the additional areas of law that I don't have."

Clients of Sui Generis - a Latin expression meaning "its own kind," - include Russell Baze, horse racing's all-time winningest jockey as of December 2005, whom Goines represents in the endorsements arena. Baze has long been a Hanson Bridgett client as well. Goines also represents a driver-coach in the Champs racing circuit and the driver's team in its sponsorship agreements.

As the practice develops to include more athletes, teams and leagues, Goines will draw upon Hanson Bridgett's capabilities in employment, estate planning and "things I wouldn't be able to do on my own," he said.

The relationship is a veritable cross-selling, mutual referral model. "Honestly, I don't think either one of us knows where it's going to go," Giacomini said. "Ed's business could take off in a lot of different directions. We think there are good crossovers for us to support Ed and his clients, and there are good crossovers for our existing client base."

Goines won't be aligned with any specific practice area - "although it could evolve into that," Giacomini said - and he won't be held to the firm's billable hour model.

Goines was hesitant to join a law firm because launching a new practice under the billable hour model isn't always commensurate with independence. Since leaving the 49ers in spring 2006, Goines had been setting up Sui Generis "part-time."

"But as I began thinking about it full-throttle, I started to wonder about all the administrative [aspects] and the other areas of law that aren't my specialty," he said.

"So I started to become more open to moving my practice to a larger firm."

Despite the absence of any specific road map for the alliance, Giacomini said it's much more about just having Goines around.

"It's a great thing for our company and our clients," Giacomini said. "There aren't enough people like Ed in the world. You get a few guys like that working with you in your organization, I think you jump at those opportunities."

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