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***Los Angeles Business Journal* Speaks with Sabina Lippman about O'Melveny & Myers' New Aviation Group**

The *Los Angeles Business Journal* spoke with firm Co-Founder [Sabina Lippman](#) for the article, "Why high-flying lawyers such as O'Melveny's Bob Siegel are specializing in aviation," to discuss the launch of O'Melveny & Myers' new practice group. The law firm initiated this practice area in response to increased demand for aviation-related legal services.

Though major law firms have historically categorized attorneys based on the area of law they focus on, the traditional structure has begun to change. "Many large firms are now combining attorneys with varying expertise – such as litigation, finance and antitrust – to form industry-specific practice groups," Ms. Lippman said. "It's a way to be able to better market directly to their clients. O'Melveny has chosen a unique branding strategy. It's smart."