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Lawyers play a leading role in Disney production

The real estate law firm of Cohen & Perfetto successfully closed a transaction between its client, Clear Channel Spectacolor, and Walt Disney Entertainment involving an unusual promotion of Disney World's newest thrill ride--"Expedition Everest."

"Mountain in the City," the first ever 'live billboard' in Times Square, entertained onlookers as acrobatic dancers from Project Bandaloop scaled and performed "vertical ballet" against a 250-foot Clear Channel billboard.

Yet before the event could take place, Disney and Clear Channel required the help of Cohen & Perfetto to bring the deal to fruition.

Cohen & Perfetto was called in less than two weeks before the February 15 event to handle the necessary consents, releases, indemnities, contracts and insurance agreements from the fee owner (Extell Development), the leaseholder (Starwood "W" Hotel), the performers and Disney.



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