

Bradley Rose charts The Course For Maritime Law In Beverly Hills



Interview by Suzanne Takowsky & Sonia Horon

As the managing partner of a successful international trade law firm, Kaye, Rose & Partners, LLP, and with an office right in the heart of Beverly Hills--on unquestionably one of the most famous streets in the entire world: Rodeo Drive--you would think that attorney Bradley Rose might be a difficult man to interview. But nothing could be further from the truth. With an unpretentious and friendly attitude and his uncanny ability to discuss serious legal matters and the latest Lakers game in the same breath, he proves that the true key to success is all in the hard work, the nitty-gritty details, and true dedication to your craft.

Being the captain of the Los Angeles branch of Kaye, Rose & Partners (other office is located in San Diego) is no easy feat. The firm's client list reads like a "Who's Who" of prestigious cruise lines. They not only work on behalf of shipowners--both foreign and domestic--operators, charterers, lien holders, underwriters, brokers, suppliers, manufacturers, lenders, lessors and trade groups, but they are also the exclusive maritime counsel for several leading shipping lines, all the while representing many of the largest steamship companies and cruise lines in the world. But despite working brutal hours and dealing with endless paperwork, the life of this Beverly Hills attorney is anything but boring, as his proximity to the entertainment industry allows him to dabble in exciting film and television agreements. In fact, he has quite a few producers as well as actors populating his client list. Despite the misconceptions one might have about a Beverly Hills attorney being ruthless, this legal eagle has a track record of the opposite. Outside of the courtroom, he's a tireless advocate for the environment and has lectured at maritime and legal seminars. In 1990 he supervised an oil spill cleaning operation and investigated high-exposure environmental casualties. And in 1996 he organized an oil spill seminar for leading shipping companies and government officials to create a more collaborative clean-up response. During our talk with Brad, we come to find out that the life of a Beverly Hills attorney is not all glitz and glamour and mingling with A-listers. After we get all our "ahoy!" and "nautical" wisecracks out of our system, we decide to ask Mr. Rose why he chose Beverly Hills as his port.

Suzanne & Sonia: What's it like to be a Beverly Hills attorney?

Brad: That is a funny question as I have never considered myself a Beverly Hills attorney but by address I most certainly am one. I enjoy the practice of law very much, but I also agree with Supreme Court Justice Joseph Story when he wrote "the law is a jealous mistress and requires long and constant courtship." To be an accomplished lawyer you must be willing to work well into the evening including weekends. I do a fair amount of that, so there is the trade-off for all the enjoyment.

Suzanne & Sonia: If you don't consider yourself a Beverly Hills attorney, how would you characterize your practice?

Brad: We are an international trade law firm by specialty

with an emphasis in shipping and transportation law. The majority of my clients are overseas. I would characterize our firm as international trade attorney's located in Beverly Hills.

Suzanne & Sonia: Does your firm handle other types of law?

Brad: Our areas of expertise expand every year. The firm was founded in 1991 by a small group of lawyers who left a large international law firm located in Los Angeles. We left with two cruise line clients agreeing to send us work. From that year and to present, the cruise industry has experienced a phenomenal period of growth. Our firm has grown with the cruise industry. A cruise ship is like a floating city; hotels, casinos, restaurants, theaters, retail, and personnel from around the world. And of course, there are safety and security issues, as well as environmental issues. We handle regulatory and litigation in all these matters.

Suzanne & Sonia: With an office in Beverly Hills where it's all about celebrities and Hollywood, do you handle entertainment matters?

Brad: We do, and that area of practice was born from the cruise lines. Several years ago, we received a call from the President of Seabourn Cruise Line asking for our assistance in negotiating a ship charter with Twentieth Century Fox for the movie Speed II. The firm received a fair amount of notoriety for its work on that film and we grew from there. Since then we have worked on a variety of film and televisions agreement, as well as music events both within and outside of the cruise industry.

Suzanne & Sonia: Because your life is built around large ships that travel across the ocean to various and exciting locations... this year for Halloween will your costume be Johnny Depp of Pirates of the Caribbean?

Brad: Yes

Suzanne & Sonia: Because you represent some of the biggest and most luxurious cruise ships in the world, do you and your family get to take exotic vacations to faraway places and enjoy VIP treatment "all the way baby?"

Brad: That's what my wife keeps hoping! [LOL]

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