

# SHORT COVE IP

## CLIENT & COLLEAGUES ON WORKING WITH JEFF BALLABON

### PUBLIC POLICY | GOVERNMENT RELATIONS | COMMUNICATIONS

**“Jeff is bottom-line-oriented, connected, and delivers exceptional results.** He is an extremely talented communicator and effective leader in government affairs who understands both our specific business interests and the public policy initiatives that are shaping today's traditional and New Media industries.”

**Tom Rogers, CEO, TiVo  
Former CEO, Primedia**

“When we were launching our multi-platform media enterprise, we sought expertise and were referred to Jeff Ballabon. **Jeff Ballabon's national network of media contacts took us seamlessly from top publishers in New York to major studios in Los Angeles to influential television owners in our target markets around the country.** Ballabon helped us evaluate media opportunities at multiple levels, hire top talent, and navigate and connect with the people we needed to meet.”

**Jonathan Terzi, President  
Metropolitan Media**

**“Jeff Ballabon saved us wasted money and months of time** with his detailed knowledge of Albany and Washington. **Jeff has been invaluable** as he took our company through the maze of local governments, the halls of Congress and the largest of Federal bureaucracies, simultaneously providing expert counsel, guidance and navigation of the media. **Our ability to access the right people at the state and federal levels to meet our needs was perfectly orchestrated by Ballabon Group. Job exceptionally well done.**”

**Shalom Lamm, President  
Black Creek Development**

“Our business relies on government contracts. When we needed to get accurate and timely information and a sound business and political assessment, **Jeff Ballabon came through for us in a stellar and cost-efficient way: tremendous ROI.**”

**Aryeh Klein, Deputy General Counsel  
Israel Aerospace Industries Ltd**

“As Primedia’s government relations head and as outside consultant, **Jeff Ballabon has always been effective.** Whether in crisis management or developing strategy for government and public relations, Jeff’s actions always have positive results. I have had the opportunity to work closely with him and **I have seen first hand that he is considered a trusted communications industry leader on Capitol Hill - with strong relationships on both sides of the aisle.** Jeff’s work in Washington, as well as issue and policy campaigns in numerous states, helped him establish a formidable support infrastructure among policymakers.”

**Beverly Chell, Vice Chair and General Counsel  
Primedia Inc.**

“When our company was under attack, we relied on Jeff Ballabon. **Jeff has a brilliant strategic mind and an incredible network.** He ran campaigns for us all over the country, federal, state and local. **He never lost.**”

**H. James Ritts, CEO  
Channel One Network**

“Jeff Ballabon is a **political genius** whose mind moves a million miles a minute.”

**Barbara Ledeen, Director of Coalitions  
Senate Republican Conference**

“Everyone knows Jeff is a smart guy, but the real secret to his effectiveness is his integrity and the esteem in which he is held. **People in power trust and rely on Jeff and that helps his clients.**”

**Mendel Zilberberg, President  
One World United, Inc.**

“Jeff Ballabon’s advice has made my work much more effective...**Jeff is uniquely helpful in developing contacts with political leaders, journalists and media** in Washington.”

**Israel Singer, Chairman  
World Jewish Congress**

“Unraveling the maze and staying one step in front of the complexities of Public Policy and Governmental Affairs is a daunting pursuit even for the most die-hard students of Political Science but Jeff Ballabon makes it look easy. **Jeff always calls upon his professionalism, intelligence and attention to detail when achieving the goals of the client or the company.** He practices what he preaches and consistently works hard to improve his own skills. Having a clear understanding of time management and the true meaning of commitment, **Jeff Ballabon succeeds where others fall short.** His natural leadership qualities set him apart from the crowd. Jeff is a wonderful person, hard worker, committed and creative entrepreneur and most of all - just simply a pleasure to know.”

**Lonny Wilder, VP – Public Safety  
CiNet Target Solutions**

## INTELLECTUAL PROPERTY

“Jeff is a strategic thinker who sees the big picture. He is an experienced corporate executive and attorney with a keen understanding of business and legal issues. Jeff has **a unique window into the political and legislative process.** He also has **significant exposure to IP and patent monetization.** He is a person of **exceptional integrity** and a pleasure to work with.”

**Alexander Poltorak, Chairman & CEO  
General Patent Corporation**

“Jeff is **perhaps the best synthesis of integrity, genius, and professionalism I have ever encountered...** vast/deep rolodex, **brilliant legal/legislative mind, and incomparable "connecting" skills** (i.e. the ability to craft and marshal a "dream team" for almost any endeavor)...”

**Daniel Gelbtuch, Chief Marketing Officer  
Marathon Patent Group**

“Jeff is extremely detail-oriented, and **focused on results.** Very hands-on ...**Very high intellect, very responsive, and a great guy...**”

**David Callahan, Intellectual Property Trial Lawyer  
Latham & Watkins LLP**

“Jeff has a **powerhouse of a mind, a turbo-charged work ethic, and the important trait of being able to get things done quickly, elegantly, and efficiently** -- the word "no" just isn't part of his lexicon. He also is a very good guy. I enjoy working with him very much...”

**Jonathan Spalter, Chairman  
Mobile Future, Inc**

“Jeff combines a **sharp and savvy business acumen along with a keen legal mind and impressive understanding of intellectual property law**...He delivers results with the highest levels of integrity, professionalism, and sound judgment.”

**Daniel Melman, Counsel - IP Litigation and Counseling  
McKool Smith**

“Jeff has a **keen insight into the IP space...able to quickly grasp the intricacies of any matter** and develop practical business models and solutions.”

**Gary Miller, Director of M&A and Business Development  
HLP Integration**