



Asa S. Hami

Senior Counsel

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Asa S. Hami is senior counsel in the Bankruptcy & Reorganization practice group at Greenspoon Marder, practicing primarily in the area of corporate restructuring and insolvency. Mr. Hami works closely with his clients from start to finish to ensure they understand the often complex matters and issues involved in bankruptcy and insolvency proceedings, and provides them the necessary information and guidance to make informed decisions that best serve their interests throughout any given case. He focuses his practice on the representation of debtors, trustees, creditor committees, landlords, asset purchasers, and other parties in interest in Chapter 11 and Chapter 7 bankruptcy cases, avoidance litigation, and other contested matters and adversary proceedings. He has represented a range of clients across different industries.

Prior to joining Greenspoon Marder, Mr. Hami spent over 13 years at a boutique bankruptcy firm based in Los Angeles, and over six years at a large international law firm.

Bar Admissions

- California

Court Admissions

- U.S. Court of Appeals for the Ninth Circuit
- U.S. District Court for the Central District of California
- U.S. District Court for the Southern District of California
- U.S. District Court for the Eastern District of California
- U.S. District Court for the Northern District of California

Education

- J.D., *magna cum laude* (Top 5 percent), Southwestern University School of Law, 2000
 - Dean's List
 - Dean's Merit Scholar
 - Southwestern University Law Review
 - Bluebook Award for Outstanding Editing
- B.A., University of California, Los Angeles, 1995

Languages

- Hebrew

Practice Areas

- Bankruptcy and Reorganization
- Litigation

Representative Experience

- Representation of Chapter 11 trustee of two related entities that provided services in environmental emergency response, hazardous waste management, industrial cleaning, waste minimization, transportation services, and air pollution control technology, and emission control services for the maritime industry. Saddled with millions in secured and unsecured debt, the entities were forced into an involuntary bankruptcy case by multiple creditors. Through Asa's efforts, the trustee negotiated, obtained Court approval of, and consummated a sale of substantially all assets of the debtors.
- Representation of parent company and its multiple subsidiary entities established to develop, operate, and franchise facilities offering full-body tracking, free roaming, virtual reality experience for private groups, in connection with their Chapter 11 bankruptcy cases. Prior to entering Chapter 11, Asa assisted the company in negotiating a plan support agreement with its secured lenders and equity owner (which did not file bankruptcy), and an accompanying restructuring term sheet with its secured lenders, providing a clear structure, direction, and deadlines for the reorganization process at the core of the company's game plan for implementing an efficient, expeditious, and effective Chapter 11 reorganization. After filing bankruptcy, Asa led the debtor-entities to confirmation of a contested Chapter 11 reorganization plan that allowed it to emerge as an ongoing business enterprise.
- Representation of company that created the Spinning®, Peak Pilates®, CrossCore®, Ugi®, Resist-A-Ball® and Spin Fitness® brands prior to and during its Chapter 11 bankruptcy case. As one of the largest equipment-based education companies, it manufactured home Spinner® bikes, Pilates and functional training equipment, DVDs, and a complete line of Spinning-branded apparel and accessories. Asa was one of the lead attorneys who successfully represented the company in a two-day plan confirmation trial, after which the Court confirmed the Chapter 11 plan. Under the plan, the company restructured its debt, reorganized its efforts, and exited Chapter 11 as a going concern.
- Representation of a retailer of shoes, apparel and accessories, that, at the time it filed Chapter 11, operated 125 retail stores across 10 states, with Nike product accounting for more than 50% of its sales. Asa assisted the company in extensive negotiations with its lenders, landlords, the creditors' committee, and other constituencies to close unprofitable stores and shed substantial debt, yet still maintain its business model. Through Asa's efforts, the Court confirmed the company's plan of reorganization. The company successfully emerged from Chapter 11, having beneficially modified dozens of leases, eliminated millions of dollars of debt, obtained new financing, and closed unprofitable locations.
- Representation of Chapter 7 trustee of entity that, prior to the filing and conversion of its Chapter 11 case, was the owner and licensed operator of a 204-bed skilled nursing facility. On the trustee's behalf, Asa pursued and prosecuted multiple avoidance litigation claims seeking damages in the aggregate of over \$30 million, resulting in settlement agreements favorable to the bankruptcy estate and its creditors.
- Representation of the Official Committee of Unsecured Creditors in the Chapter 11 cases of one of the largest publicly traded real estate enterprises in Los Angeles. Asa assisted in the negotiation and confirmation of a competing Chapter 11 plan (which the debtor-entities opposed) that paid general unsecured creditors - the Committee's constituency - in full, with interest, shortly after confirmation of the plan.
- Representation of the Official Committee of Unsecured Creditors in the Chapter 11 cases of two skilled nursing facilities. Asa assisted in the negotiation and confirmation of joint Chapter 11 plan that proposed to pay general unsecured in full
- Representation of the Official Committee of Unsecured Creditors in the Chapter 11 case of one of the largest wholesale nurseries in the U.S.
- Representation of individual debtor facing highly adverse creditors in Chapter 11. With Asa's help, the debtor negotiation and confirmed a consensual plan of reorganization
- Representation of purchaser of substantially all the assets of one of the largest independent producers of ice cream and water-ice novelty products in the U.S. in Chapter 11

Professional and Community Involvement

- Advisor, Insolvency Law Committee, California Lawyers Association, 2017-Present
- Chair, Insolvency Law Committee, State Bar of California, 2016-2017

- Vice Chair, Insolvency Law Committee, State Bar of California, 2015-2016
- Secretary, Insolvency Law Committee, State Bar of California, 2014-2015
- Chair, Publications Subcommittee, Insolvency Law Committee, State Bar of California, 2013-2014
- Member, Insolvency Law Committee, State Bar of California, 2012-2013
- Member, Financial Lawyers Conference
- Member, Los Angeles Bankruptcy Forum
- Past Member, Bet Tzedek New Leader Council

Recognitions

- *Super Lawyers* magazine, "Southern California Super Lawyer," 2022-2024

Publications/Presentations

- Presenter, "Life of a Commercial Chapter 11 Bankruptcy From The Debtor's Eyes," September 5, 2019
- Author, "Bankruptcy Bargains," *Los Angeles Lawyer*, March 2019
- Author, "Lease Rejection in Shiekh Shoes," *The Bankruptcy Strategist*, August 2018
- Author, "Critical Vendors Can be Key to Chapter 11 Reorganization," *Los Angeles & San Francisco Daily Journal*, July 5, 2018
- Quoted in "Rizzo's Take: Shiekh Shoes Steps Toward Next Chapter," *The Wall Street Journal*, July 5, 2018
- Presenter, "Purchasing Bankruptcy Estate Assets: Benefits And Risks," June 27, 2017
- Author, "9th Circuit Limits a Borrower's Ability to 'Cure' in Chapter 11," *Los Angeles Daily Journal*, November 10, 2016
- Author, "Forcing The Issue," *Los Angeles Lawyer*, July/August 2016
- Presenter, "Staying Clear of The Automatic Stay," July 28, 2016
- Presenter, "Forced Into Bankruptcy: Benefits And Pitfalls of Involuntary Bankruptcy," Webinar, October 20, 2015
- Author, "Cracking the Bankruptcy Code: The Nuances of Chapter 11 Plan Selection," *Commercial Law World*, October/November/December 2012
- Co-Author, "Judicial Profile: Hon. Neil W. Bason (U.S. Bankruptcy Judge, C.D. Cal.)," *ILC E-bulletin*, 2013
- Co-Author, "Judicial Profile: Hon. Thomas Donovan (U.S. Bankruptcy Judge, C.D. Cal.)," *ILC E-bulletin*, 2013
- Co-Author, "Judicial Profile: Hon. Sheri Bluebond (U.S. Bankruptcy Judge, C.D. Cal.)," *ILC E-bulletin*, 2013
- Co-Author, "Judicial Profile: Hon. Meredith A. Jury (U.S. Bankruptcy Judge, C.D. Cal.)," *ILC E-bulletin*, 2013
- Co-Author, "Judicial Profile: Hon. Maureen Tighe (U.S. Bankruptcy Judge, C.D. Cal.)," *ILC E-bulletin*, 2013
- Co-Author, "Judicial Profile: Hon. Martin A. Barash (U.S. Bankruptcy Judge, C.D. Cal.)," *ILC e-bulletin*, 2013

News

- Seven Greenspoon Marder Attorneys Recognized by Super Lawyers in Southern California for 2024
- Greenspoon Marder Expands Bankruptcy Practice Group With The Addition of Nine New Attorneys in Downtown Los Angeles