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Specializing In

Real Estate

General Corporate

Mergers & Acquisitions

**Energy & Environmental
Litigation**

Lloyd Birnbaum

Lloyd Birnbaum's legal practice is multi-faceted. In addition to his extensive real estate practice, he also serves as outside general counsel to a key group of small, middle market and national companies in all aspects of their businesses, primarily in the media, advertising, and high-tech web-based business sectors. The outside general counsel model has become a Lauletta Birnbaum hallmark.

Currently, Lloyd represents clients in nearly every aspect or phase of real estate law in Pennsylvania, New Jersey, New York, and throughout the United States. Prior to forming Lauletta Birnbaum, Lloyd was a partner in a major international firm where he developed expertise and specialization in commercial leasing; acquisitions of single asset and portfolios of properties and mortgage loans; real estate and corporate finance; loan and lease workouts; development of retail, industrial, office, and mixed-use properties; and Brownfields property rehabilitation.

Lloyd has represented an extensive client base, including:

Investors	Joint Ventures
Developers	Financial Institutions
Industrial	REITs
Companies	Commercial Banks
Utilities	Non-bank Lenders
Fortune 500	Construction
Companies	Companies
Landlords and	Restaurateurs
Tenants	Owner-occupied Properties

Lloyd has lectured on behalf of Law Seminars International, the Pennsylvania Bar Institute, and the Real Estate Institute at Temple University. He speaks on such topics as commercial leasing, development, and a variety of timely and relevant real estate matters.

Prior Experience

Before forming Lauletta Birnbaum, Lloyd was a partner in the Real Estate Departments of both Reed Smith and Fox Rothschild. Lloyd began his law career as an associate in the Real Estate Department at Wolf, Block, Schorr & Solis-Cohen.

Prior to attending law school, Lloyd was a commercial banker in New York City for two years with Citibank, NA, in New York City.

Education

J.D. with honors, Rutgers University School of Law (1987)
M.B.A. with a major in Finance, New York University (1982)
B.S., Cum Laude, State University of New York at Brockport (1979)



Bar Admissions

New Jersey
New York
Pennsylvania

Business & Community Developments

Lloyd and Frank Lauletta co-founded Incutate (www.incutate.com) and formed mentor alliances with hi-tech business incubators such as Rowan University's Center for Innovation & Entrepreneurship. Through this program, Incutate provides legal, business, and strategic guidance to start-up and emerging growth technology-based businesses in the region.

Lloyd currently serves as a member of the *SNJ Business People* Advisory Board.

Lloyd served on the Board of the Philadelphia Diversity Law Group (PDLG) and was the Deputy Director of Diversity during his tenure as partner at Reed Smith, where he created programs, lectured at local and national conferences, and mentored attorneys and students from diverse backgrounds.

Honors, Awards, Recognition

Selected as a "Best Attorney in Business" by *South Jersey Biz* magazine (2014).

Martindale-Hubbell "AV" rated.

Selected as a "Super Lawyer" by Philadelphia Magazine and Law & Politics Magazine.

Fox 29 News interview: ["Cherry Hill Is 'Selling The Schools.'" Lloyd C. Birnbaum interviewed on licensing the naming rights to schools, athletic fields, auditoriums, gymnasiums, and other school assets.](#)

Courier-Post interview: ["What's in a Name?"](#) Lloyd C. Birnbaum Co-Chairs Committee to Raise Millions for Cherry Hill School District by Licensing Naming Rights of School Property.

Articles/Publications

Lloyd Birnbaum in *SNJ Business People Magazine*: Should the Truck Stop Here.

Lloyd Birnbaum in *SNJ Business People Magazine*: [Warning! Warning! Mitigate Your Damages.](#)

Lloyd Birnbaum in *SNJ Business People Magazine*: [Winning a Lease or Contract Dispute.](#)

Panel Leader, Featured Speaker, and Author at PBI Seminar: "Installment Land Contracts, Seller Financing & Other Unusual Financing Devices in the Current Market."

Mid Atlantic Real Estate Journal: Author, ["Ten Costly Mistakes to Avoid in Shopping Center Leases."](#)