

LH Connect

L&H client revolutionizes helmet safety in the NFL



Even the most casual observer of American football knows that it is a sport not for the faint of heart. Brutal, hard-hitting and oftentimes merciless, football is more of a religion than a national pastime in the U.S., leading legions of youth aspiring to be the next hero of the gridiron. A multi-billion dollar industry, football isn't going anywhere and savvy organizations, like Lee & Hayes' client, [VICIS](#), are investing in the sport's future. Further, they are investing in the linchpin of the sport's future; safety.

A July 2017 neurological study revealed that the brains of nearly 200 former football players were found to have chronic traumatic encephalopathy (CTE) which is a degenerative condition linked to frequent blows to the head and concussions.

Among the 200 deceased football players studied, CTE was neuropathologically diagnosed in 87% (who had had an average of 15 years of football participation.) The players included: 3 of 14 high school players; 48 of 53 college players; 9 of 14 semiprofessional players; 7 of 8 Canadian Football League players; and 110 of 111 NFL players.

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The ZERO1 helmet, as seen on CNBC and Seattle Seahawks' quarterback, Russell Wilson

The VICIS ZERO1 is the culmination of a 3-year, \$20m research and development effort shaped by some of the world's leading athletes, engineers, and neurosurgeons.

Congratulations to new associates!

New associates Matthew Perez, Josh Grandinetti and Eddie Yang breathed a collective sigh of relief earlier this month upon hearing the good news that they passed the Washington State Bar! We were able to snag a couple of photos from the Spokane-based swearing in ceremony! Eddie will be sworn in next week in Seattle!



Matthew Perez



Eddie Yang



Josh Grandinetti

"Sports are an important part of society. They bring us together as communities and help kids build character. I'm proud to lead the great team of engineers and medical professionals at VICIS as we work to make sports safer and keep athletes in the game."

Dave Marver, VICIS CEO/Co-Founder



"This has become not a sports protection problem, but a public health concern," said VICIS CEO and co-founder, Dave Marver. Spending the majority of his career as an executive in the medical and technology fields, Marver understands the value in investing in ways to mitigate impact forces that lead to head trauma.

VICIS is an innovative organization comprised of leaders in the medical, technology, sports, branding and engineering communities. Headquartered in Seattle, the company has grown to partner with professional athletes and researchers to improve sports safety. VICIS' revolutionary football helmet, the ZERO1, is currently being used by several NFL teams including the Seattle Seahawks, Kansas City Chiefs, Houston Texans, San Francisco 49ers and Arizona Cardinals.

The ZERO1 features a soft outer shell and an underlying layer of columns designed to absorb impact from multiple directions. The helmet elevates performance, featuring the industry's widest field of peripheral view and is what Seahawks quarterback, Russell Wilson, pointed out as a welcome feature. In the 2017 NFL/NFLPA helmet performance testing, the ZERO1 performed better than all other helmets and

received the best combined score across all helmet impact locations and velocities.

VICIS is not only spearheading advancements in helmet technology for professional athletes, but is also focused on helping high schools and youth leagues gain access to the latest helmets, other sports protective equipment, and sports safety educational programs through their non-profit VICIS Foundation.

"This client gets it," said Lee & Hayes Partner, Rhett Barney. "They are incredibly innovative on the technological side, but are really leading with their trademark and copyright assets. Lee & Hayes is doing VICIS' trademark/copyright and branding work, and we have some potential trademark litigation and patent work. We foresee a lot work with this client going forward."

The waning days of summer

Many of the Lee & Hayes offices enjoyed a summer picnic/gathering over the past couple of months. Following are some photos that we received!



Shannon Carroll's daughter, Annabel, was face painter extraordinaire!



Erin Houy's daughter shows off her cute kitten face while decorating a t-shirt!



Joe Stanley and his family enjoy some time at the softball decorating station!



Shelly Gleason and her boys take a break and eat some dinner!



Sam Breeze's little guy was one of many who enjoyed the bin o' toys!