

MVP: Cooley's David Peinsipp

By Darcy Reddan

Law360 (November 19, 2019, 3:11 PM EST) -- Cooley LLP's David Peinsipp, motivated by an interest in the intersection of technology and everyday life, has been on the front lines lately of some of the biggest initial public offerings by startups, including Uber's \$8.1 billion IPO, earning him a spot as one of Law360's 2019 Capital Markets MVPs.

HIS BIGGEST ACCOMPLISHMENT THIS YEAR:

Peinsipp put together a slew of major deals for startups over the past 12 months, but none were bigger than Uber's \$8.1 billion offering in May. Peinsipp noted that the company had been preparing for it for quite some time, and said that helping Uber see it through to fruition was a highlight not just of his strong 2019, but his entire career.

Peinsipp noted that due to the intense media focus on the offering, the company — and, in turn, its counsel — had to take extreme measures to limit any leaks that might have impacted the outcome of the offering.

"It had so many eyes on it, but also so much misinformation and so many people throwing things at the wall that didn't come from the company," Peinsipp said.

He told Law360 the company ultimately went to great lengths to filter the process through an appropriate level of secrecy, including drafting documents at undisclosed locations so the public didn't see executives meeting with bankers and advisers.

The ride-hailing giant's public float was the biggest tech offering since 2014 and among the largest in U.S. history.

HIS PROUDEST MOMENT THIS YEAR:

For Peinsipp, his proudest moment of the year was not a strictly personal accomplishment. He told Law360 that he took great pride in Cooley's inclusion on Forbes' annual list of the most trusted corporate law firms.

The MVP logo features the letters 'MVP' in a bold, blue, sans-serif font. The letter 'V' is partially enclosed by a red circle with an upward-pointing arrow on its right side.

David Peinsipp
Cooley

While the firm excels at putting together high-valuation deals, Peinsipp said, "ultimately, the thing that we're most proud of is that this is a place where young lawyers go and get to work and actually get home and like what they do."

Peinsipp acknowledged it's not easy to foster that kind of culture when employees have to work long hours, often late into the evening, but said that it translates into the work the firm produces.

WHY HE'S A CAPITAL MARKETS ATTORNEY:

Peinsipp said he was drawn to the practice because it gives him the chance to collaborate with companies, rather than being in a practice defined by wins and losses.

"In IPOs, everybody involved is sort of rowing in the same direction. They have one goal and the goal is to have the best IPO possible," Peinsipp said.

That dynamic of working towards a single goal with everyone involved — from the attorneys to the executives to the employees — makes working in capital markets particularly rewarding, according to Peinsipp.

WHAT MOTIVATES HIM:

Peinsipp said he draws a significant amount of motivation from his clients, noting that getting the chance to help companies pushing for innovation is a unique opportunity that makes him look forward to coming into the office each day.

He mentioned that, in July, he advised the underwriters on a \$408.5 million IPO for Livongo Health, a data science and technology platform that focuses on diabetes detection.

"[My clients] are all sort of striving for disruption, and stagnancy is sort of a fear I have," Peinsipp said.

— *As told to Darcy Reddan*

Law360's MVPs are attorneys who have distinguished themselves from their peers over the past year through high-stakes litigation, record-breaking deals and complex global matters. A team of Law360 editors selected the 2019 MVP winners after reviewing nearly 900 submissions.