

## **BRUCE E. BEARD**

Bruce Beard is managing partner of Cinnamon Mueller. He has over thirty years of telecommunications law experience involving regulatory advocacy and compliance, transactional expertise, litigation and operational matters. His experience includes broadband, video, telephone, and wireless.

### **Practice Overview**

Bruce's practice focuses on representing cable, broadband, wireless and landline telecommunications companies on a wide variety of operational, compliance and transactional matters. He also assists the firm's advocacy for ACA Connects.

Bruce provides comprehensive FCC and contractual due diligence reviews associated with sales, financing, and corporate compliance matters. He advises clients on franchises, retransmission consent contracts, programming agreements, compulsory copyright compliance, infrastructure agreements, pole attachment agreements, leases, sales agent agreements, non-compete agreements and other contractual matters. He provides representation at every stage of the customer relationship, ranging from service contracts and privacy matters to compliance with regulatory obligations. He also advises companies on the launch of VoIP services and compliance with voice related regulatory requirements. He also represents companies and individual landowners in tower leases.

Bruce also provides extensive merger and acquisition assistance for buyers and sellers of cable systems providing both full deal responsibility and serving as regulatory and consent/assignment counsel working with other outside firms.

Bruce's practice includes representation before the FCC, the Illinois Commerce Commission, Missouri Public Service Commission, and other state agencies and local municipalities.

Bruce is admitted to practice law in Missouri and Illinois.

### **Career History**

Bruce has been with Cinnamon Mueller since 2006. Before joining Cinnamon Mueller, he served as General Counsel to Millennium Digital Media (a/k/a Broadstripe), a cable triple-play provider. As General Counsel at Millennium, he oversaw the company's launch of VoIP, the acquisition and sale of several systems, managed over 130 local franchise relationships and orchestrated the sale and liquidation of MDM iNet, a broadband affiliate.

Before joining Millennium, Bruce had a 12-year career with SBC Communications, Inc. (n/k/a AT&T). He joined the Southwestern Bell Telephone Company (SWBT) legal department in 1988 supporting the Procurement and Marketing Departments. Two years later, he was assigned to SWBT's Federal Regulatory legal group where he handled regulatory accounting, the Cost Allocation Manual, structural separation and affiliate transaction issues. In 1994, he transferred to Southwestern Bell Mobile Systems to provide counsel on general operational matters, advertising and marketing reviews, tower leases, roaming agreements, litigation management and personnel issues. He was also responsible for wireless regulatory matters at the state and federal level, including advocacy related to implementing the 1996 Telecommunication

Before joining SBC, Bruce was an attorney with Thompson & Mitchell (n/k/a Thompson Coburn) from 1985-1988. He practiced in the litigation department handling business litigation, barge line and railroad personal injury defense, and appellate matters.

Bruce also served as an Adjunct Professor at Webster University, teaching Telecommunications Law in the Telecommunication MBA program. He also served three terms as a teaching assistant for the Dale Carnegie Effective Communications and Human Relations Course.

### **Judicial Clerkship**

Illinois Supreme Court – Chief Justice Howard C. Ryan 1984-1985.

### **Education**

Southern Illinois University School of Law, Carbondale, IL JD, summa cum laude (1984)

Eastern Illinois University, Charleston, IL - BA, with honor, History Major with Political Science and Economics Minors (1981)

### **Honors & Awards**

2018 Cablefax Top Lawyer Honoree

American Cable Association Board of Directors 2001-2008

SBC 1994 Best Regulatory Brief Award “Equal Access for Commercial Mobile Radio Service Providers”

SBC 1995 Best Regulatory Brief Award “In the Matter of Interconnection and Resale Obligations Pertaining to Commercial Mobile Radio Services”

### **Events/Presentations/Speaking Engagements**

Bruce is a regular speaker before industry groups and on webinars. He is a regular speaker at independent cable industry events including the National Cable Television Cooperative/ACA Connects Independent Show, the NCTC Winter Educational Conference, the Montana Cable Telecommunications Association, and the Iowa Communications Alliance.

### **Community Activity**

Trustee, Wilson Farm Estates Subdivision (2020-2023).

Alumni Board of Trustees-Eastern Illinois University Delta Chi Fraternity, Director and Secretary (2016-Present)

Board of Directors-Chaminade College Preparatory School Club Lacrosse, Director and Past President (2006-2017)

St Louis CYC Youth Basketball Coach (2002-2012)