Evan Lieberman, Senior Director, HSP Real Estate Group, a member of NAI Global, has arranged a lease for Lambert, Edwards & Associates, a Michigan-based public relations firm, at 450 Seventh Avenue. It represents the first New York location for the firm. Working with Lieberman on the transaction was Michael Dylan of Inceptum, Inc. The landlord, Kaufman Organization, was represented in-house by Sam Stein. The lease term is seven years and asking rent was $62 psf. The tenant is expected to move into its New York offices in spring 2018.