



London calling

A media relations guide for
US law firms opening in london

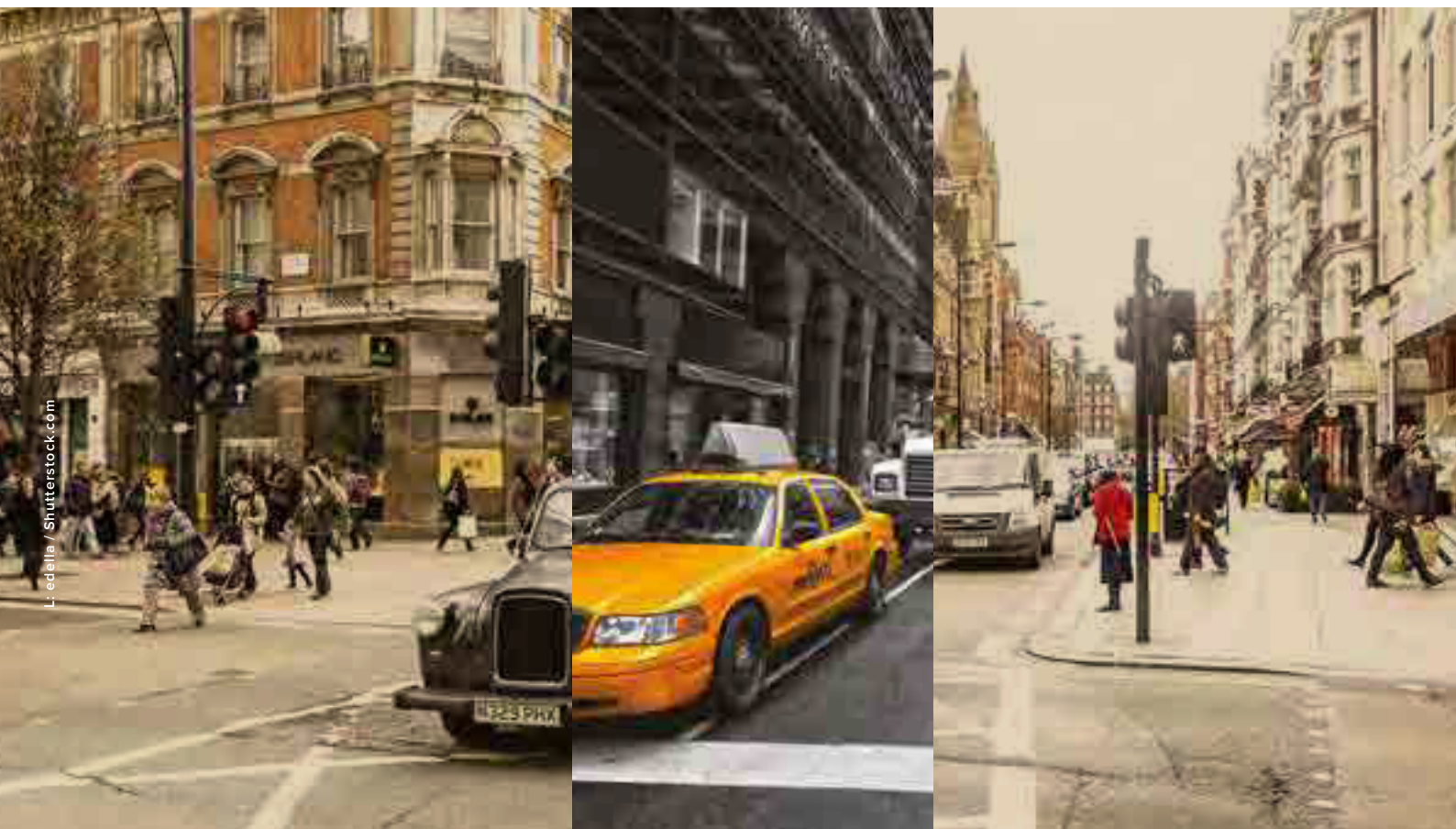
A guide to the media relations aspects of opening a law firm office in London

Along with New York, London is one of the two major global centers for international law. Despite the uncertainties following the UK referendum on leaving the European Union, it remains an attractive location for US law firms.

Clearly there are many important strategic and operational issues to consider when launching a new office but getting the media and communications right can be crucial for success. Launch coverage is the first – and often best – opportunity to tell potential and existing clients and introducers what you are looking to achieve, as well as being an effective recruitment advertisement.

Gaining good media coverage – and avoiding any negatives – is important internally too, both for the London team and elsewhere in the firm, for fostering a positive attitude in and toward the new office. It also sets the tone for your future interactions with the UK media.

British reporters work and behave differently to their colleagues in the United States. The UK legal media in particular has a very specific way of working – they are highly competitive and extremely interested in the workings, management and comings-and-goings of lawyers and law firms in London. This brings both opportunities and dangers.





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The UK media landscape

The national/business media

The UK retains a vibrant – though not entirely commercially viable – national news media. There are currently nine daily national newspapers: *The Times*, *The Daily Telegraph*, *The Guardian*, *Daily Mail*, *Daily Express*, *i*, *The Sun*, *The Daily Mirror* and the *Financial Times*. Few – rarely even the *Financial Times* – include news about law firms, though reporters are open to quoting legal experts within their stories. *The Times* runs a weekly law section (on Thursdays) and produces a daily newsletter that includes law firm news.

Similarly, the broadcast media – both TV and radio – are largely not interested in law firms themselves but are occasionally interested in the expert opinions of lawyers.

The legal media

Law is one of the most competitive media sectors in the UK. There are numerous publications looking at various aspects of the law and lawyers – *Law Society Gazette*, *The Global Legal Post*, *Lawyer Monthly*, *New Law Journal*, *Legal Futures* – but there are three titles that stand out for importance for US law firms in London: *The Lawyer*, *Legal Week* and *Legal Business*.

The Lawyer is the oldest of the three. It still produces a weekly hardcopy magazine though much of the news now is online. It takes a keen interest primarily in corporate/City law firms with a focus around the people and personalities. The senior editorial team is very experienced and know their market well.

Legal Week was launched in 1999 by a breakaway team from *The Lawyer* and in early 2016 was bought by *The American Lawyer's* publisher, ALM. Now online only, it is an archrival of *The Lawyer* for news and revenue and includes largely the same sort of content.

Legal Business is a monthly magazine as well as online news site. It pitches itself as for the management level within law firms and focuses mostly on strategic issues.

All three have a robust and critical editorial tone and their reporters take little at face value. They are also highly competitive with one another, and will be aware of what their rivals are covering and who in the market they are talking to. They all enjoy legal gossip and it is from there that many of their stories start.

There are also two online-only legal news sites similar to *Above The Law – RollOnFriday* and *Legal Cheek* – that have a strong focus on the humorous side of the legal sector, usually with a satirical twist. *RollOnFriday* is notorious for its aggressive style and most law firms hope not to find themselves tangled up in one of its stories.



10 media relations issues to consider for an office launch in London

01 Leak plan

The legal media in London are very well networked and reporters actively build relationships with legal recruiters and the office property market. Rumors of exploratory conversations with merger partners or recruiters can very easily find their way into the media. Legal publications such as *The Lawyer*, *Legal Business* and *Legal Week* are highly competitive and ‘scoops’ involving mergers or office launches are valuable property. Unless categorically denied, UK reporters will happily report news based on unattributed sources.

A leak plan is needed from the outset – even at the most tentative, research stage – and needs to be updated as and when your plans develop.

02 Translation

It creates a positive impression if you ‘translate’ all communications into British English. This is not just about spellings and the choice of specific words; the style of communications such as press releases are substantially different to those in the United States.

03 Spokespeople

Ensure you have spokespeople who are available to give interviews and that they are well briefed. Ideally this should be the London office head (if you have one yet) and the firm’s global leader (global managing or senior partner). Consider the impact of time zones if they are unable to be physically in London on launch day.

Media training – even for experienced media operators – is recommended as British journalists work differently to US reporters, with different ‘unwritten rules’ and expectations.

04 Difficult questions

British reporters will actively seek out difficult issues to provide some negative ‘balance’ to what may otherwise be a wholly positive story. They do not like writing only the story they are ‘given’. You need to be prepared for a wide range of questions, some of which may appear unrelated to your launch in London, seemingly misguided or outright impertinent. Preparing for as many awkward questions as possible will enable you to deal with them with good humor and without saying anything you will later regret.

05 Managing expectations

The UK legal media are interested in US law firms coming to the UK. However, law firms’ plans are rarely reported on in the national/business media, not even the *Financial Times*. *Bloomberg* will sometimes cover law firm developments as will a daily briefing produced by *The Times* (but separate from *The Times* newspaper and website).

Consequently, expectations within your firm about where your launch is likely to be covered in the UK media need to be carefully managed.

06 Key facts

Have all your key facts and data ready for journalists to use. This saves them having to look them up (and possibly getting them wrong). Include numbers of offices, headcount and key people biographies.

The UK legal media are keen on financial metrics (such as turnover and profits per partner) – don't be surprised if you are asked for these.

07 Timing

There are likely to be internal drivers for the timing but you also need to consider the local business agenda as well as national holidays and other events. Ignore this and your launch could get lost or clash/combine with other news events. Timing in terms of day of the week is less important than it once was now that most news is driven by the online versions of the legal media.

You also need to consider your strategy for approval from the Solicitors Regulation Authority (if required). It can take some months to gain approval so you need to decide when along that process would be the best time for your public announcement.

08 Exclusives

We are often asked about the benefit of offering an exclusive to one media outlet to ensure positive coverage and build a good relationship with a particular publication or journalist. This can be a good strategy but it does come with drawbacks. The UK legal publications are intensely competitive and the benefit of an exclusive needs to be weighed against the risk of getting off on the wrong foot with those journalists/publications not given the story first.

09 Standing out

British journalists are hard to impress. While the UK legal media will be keen to hear news of your launch into London, don't expect them to write

reports glowing with praise for your firm. Unless you do not mind being written up as "another US law firm coming to London" you will need to prepare messaging on what makes you different and why they and their readers should take an interest in what you are doing.

It is important that you are seen as having a clear and long-term strategy for London – one that appeals to potential recruits and well as clients.

10 Momentum

The launch should be the start of a positive relationship with the UK media. It is an opportunity for your spokespeople to build relationships with some key reporters. Consider offering follow-up interviews a suitable number of months after the launch to provide an update. Ensure you push out news on new hires and other developments.

There are a lot of US law firms in London; you need to keep up a regular dialogue to stay on the media's radar as a firm for them to follow.





US law firms in London

Firm	HQ	London lawyers	London partners	Worldwide locations	Non-US locations	Opened in London	London office postcode
Akin Gump	Washington	102	43	20	9	1997	E1
Services include corporate, antitrust, restructuring and dispute resolution							
Andrews Kurth	Houston	6	4	12	3	1995	EC4
Litigation							
Arnold & Porter	Washington	43	17	9	2	1997	EC2
Services include corporate, IP and dispute resolution							
Baker & McKenzie	Chicago	290	77	83	74	1961	EC4
Litigation							
Baker Botts	Houston	34	14	14	7	1987	EC2
Services include capital markets, banking, private equity, IP and dispute resolution							

Data taken from firms' websites in September 2016

Firm	HQ	London lawyers	London partners	Worldwide locations	Non-US locations	Opened in London	London office postcode
Baker Donelson	Memphis	0	0	21	1	2006	EC3
Insurance							
Boies, Schiller & Flexner	New York	17	5	14	1	2014	EC2
Litigation and regulatory investigations							
Bracewell	Houston	20	8	10	2	1978	EC2
Energy/projects							
Brown Rudnick	Boston	53	28	9	3	1997	W1
Services include corporate, banking, IP, restructuring and litigation							
Bryan Cave	St. Louis	38	15	27	8	1982	EC2
Full service							
Buckley Sandler	Washington	1	1	5	1	2014	EC1
Regulatory investigations							
Butler Snow	Jackson	3	2	23	2	2013	WC1
Tax/private client							
Cadwalader	New York	52	13	8	4	1997	EC2
Services include antitrust, capital markets, corporate, restructuring and tax							
Cahill Gordon & Reindel	New York	9	3	3	1	2000	EC3
Services include capital markets, corporate and litigation							
Chadbourne & Parke	New York	34	17	10	7	1994	EC4
Services include antitrust, insurance, litigation, corporate and energy							
Clausen Millier	Chicago	4	3	10	7	2002	EC3
Insurance							
Cleary Gottlieb	New York	105	22	16	14	1971	EC2
Full service							
Cooley	Palo Alto	89	27	12	2	2015	EC2
Services include litigation, antitrust, corporate, employment and IP							
Covington & Burling	Washington	93	26	10	5	1988	WC2
Full service							
Cozen O'Connor	Philadelphia	8	4	23	2	1998	EC3
Insurance							

Data taken from firms' websites in September 2016



Firm	HQ	London lawyers	London partners	Worldwide locations	Non-US locations	Opened in London	London office postcode
Cravath	New York	33	4	2	1	1973	EC2
Services include capital markets, corporate and private equity							
Crowell & Moring	Washington	10	5	9	2	1991	EC2
Services include antitrust, capital markets, corporate and litigation							
Curtis, Mallet-Prevost	New York	21	8	18	15	1981	EC2
Services include corporate, private equity, capital markets and litigation							
Davis Polk & Wardwell	New York	51	10	10	7	1972	EC2
Services include capital markets, corporate, private equity and regulatory							
Debevoise & Plimpton	New York	109	20	9	7	1989	EC2
Full service							
Dechert	Philadelphia	114	44	28	15	1972	EC4
Services include litigation, IP, corporate and employment							

Firm	HQ	London lawyers	London partners	Worldwide locations	Non-US locations	Opened in London	London office postcode
Dorsey & Whitney	Minneapolis	29	13	19	6	1981	EC2
Services include capital markets, corporate, private equity, banking and litigation							
Drinker Biddle	Philadelphia	5	4	11	1	2012	EC3
Insurance							
Duane Morris	Philadelphia	12	11	27	7	2000	EC1
Services include corporate, banking, litigation and employment							
Faegre Baker Daniels	Minneapolis	27	9	14	3	1983	EC4
Full service							
Finnegan	Washington	8	6	10	5	2013	EC4
IP							
Fragomen	New York	69	8	42	25	2003	EC3
Immigration							
Fried Frank	New York	47	15	5	3	1970	EC1
Full service							
Gibson Dunn	Los Angeles	81	26	19	10	1980	EC4
Full service							
Goodwin Procter	Boston	41	12	10	4	2008	EC2
Services include capital markets, private equity and real estate							
Greenberg Taurig	Miami	47	19	39	10	2009	SE1
Full service							
Hausfeld	Washington	27	7	8	3	2008	EC4
Litigation/antitrust							
Haynes and Boone	Dallas	13	5	15	2	2016	EC4
Full service							
Hinshaw & Culbertson	Chicago	1	1	25	1	2011	EC3
Energy/maritime/projects							
Holland & Knight	Tampa	7	3	27	3	2016	WC2
Transport finance							
Hunton & Williams	Richmond	17	7	19	5	1999	EC3
Services include banking, energy, projects and restructuring							

Data taken from firms' websites in September 2016



Firm	HQ	London lawyers	London partners	Worldwide locations	Non-US locations	Opened in London	London office postcode
Husch Blackwell	St. Louis	0	0	20	1	2010	EC4
Services include energy and financial services							
Jenner & Block	Chicago	11	5	5	1	2015	EC2
Services include litigation and regulatory							
Jones Day	Cleveland	168	64	44	26	1986	EC4
Full service							
K&L Gates	Pittsburgh	141	55	46	22	2005	EC4
Full service							
Katten Muchin Rosenman	Chicago	28	13	13	2	2005	EC4
Services include private equity, banking, real estate and litigation							
Kaye Scholer	New York	16	10	9	3	2001	EC1
Services include corporate, private equity, banking and restructuring							

Data taken from firms' websites in September 2016

Firm	HQ	London lawyers	London partners	Worldwide locations	Non-US locations	Opened in London	London office postcode
King & Spalding	Atlanta	50	24	19	10	2003	EC2
Full service							
Kirkland & Ellis	Chicago	141	60	12	5	1994	EC3
Full service							
Kobre & Kim	New York	20	10	12	7	2009	EC2
Litigation							
Ladas & Parry	New York	4	1	6	2	1969	EC4
IP/litigation							
Latham & Watkins	Los Angeles	259	77	31	19	1990	EC2
Full service							
Locke Lord	Dallas	29	12	23	4	1987	EC2
Full service							
Mayer Brown	Chicago	230	89	21	13	2002	EC2
Full service							
McDermott Will & Emery	Chicago	40	23	19	9	1998	EC2
Services include corporate, private equity, employment and litigation							
McGuire Woods	Richmond	34	15	23	3	2009	EC4
Full service							
Milbank Tweed	New York	103	23	12	9	1979	EC2
Services include antitrust, private equity, banking and litigation							
Mintz Levin	Boston	2	2	8	1	2003	EC2
Energy/insurance							
Morgan Lewis	Philadelphia	70	34	29	12	1981	EC4
Full service							
Morrison & Foerster	San Francisco	46	19	16	8	1980	EC2
Full service							
Nixon Peabody	Boston	0	0	17	3	2007	W1
Services include private client, insurance and private equity							
Ogletree Deakins	Greenville	4	1	49	4	2013	EC1
Employment							

Data taken from firms' websites in September 2016



Firm	HQ	London lawyers	London partners	Worldwide locations	Non-US locations	Opened in London	London office postcode
O'Melveny & Myers	Los Angeles	26	8	15	8	2003	EC4
Services include antitrust, corporate, banking and litigation							
Orrick	San Francisco	81	30	25	15	2005	EC2
Full service							
Paul Hastings	Los Angeles	97	29	21	11	1997	E1
Services include capital markets, corporate, banking and restructuring							
Paul, Weiss	New York	20	2	8	5	2001	EC2
Services include capital markets, corporate, private equity and insurance							
Pillsbury Winthrop	New York	29	9	19	6	1972	EC2
Services include capital markets, corporate, private equity and IP							
Proskauer Rose	New York	60	20	13	5	2007	EC2
Services include capital markets, private equity, banking and litigation							

Data taken from firms' websites in September 2016

Firm	HQ	London lawyers	London partners	Worldwide locations	Non-US locations	Opened in London	London office postcode
Quinn Emanuel	Los Angeles	43	18	19	11	2008	EC4
Litigation/antitrust							
Reed Smith	Pittsburgh	356	114	26	12	2001	EC2
Full service							
Richards Kibbe & Orbe	New York	5	2	3	1	2005	EC2
Services include capital markets, corporate and private equity							
Ropes & Gray	Boston	138	36	11	5	2010	EC4
Services include capital markets, corporate and private equity							
Schulte Roth & Zabel	New York	13	7	3	1	2002	SW1
Services include corporate, tax and private equity							
Scott & Scott	Colchester, CT	4	1	5	1	2015	WC2
Litigation/antitrust							
Sedgwick	San Francisco	12	5	14	2	1985	EC3
Insurance							
Seyfarth Shaw	Chicago	12	5	13	3	2011	EC2
Services include corporate, private equity, employment and litigation							
Shearman & Sterling	New York	154	44	20	16	1972	EC2
Full service							
Sheppard Mullin	Los Angeles	2	2	15	5	2011	WC2
Services include antitrust, corporate and IP							
Shook, Hardy & Bacon	Kansas City	7	5	12	1	1989	EC2
Product liability							
Sidley Austin	Chicago	116	41	20	10	1974	EC2
Full service							
Simpson Thacher	New York	110	19	11	6	1978	EC2
Full service							
Skadden Arps	New York	149	31	22	14	1987	E14
Full service							
Squire Patton Boggs	Cleveland	169	73	50	32	2011	EC2
Full service							

Data taken from firms' websites in September 2016

Firm	HQ	London lawyers	London partners	Worldwide locations	Non-US locations	Opened in London	London office postcode
Stephoe & Johnson	Washington	32	15	9	3	2001	EC2
Services include private equity, real estate, insurance and litigation							
Sullivan & Cromwell	New York	67	20	12	8	1972	EC4
Full service							
Sullivan & Worcester	Boston	9	4	4	1	2013	EC2
Services include corporate, banking, tax and litigation							
Sutherland	Atlanta	11	5	8	2	2014	E1
Energy/commodities							
Thompson & Knight	Dallas	2	0	11	5	2005	EC4
Services include corporate, project finance and energy							
Vedder Price	Chicago	19	7	6	1	2011	EC2
Services include capital markets, corporate, employment and projects							
Vinson & Elkins	Houston	47	15	16	8	1971	EC3
Services include capital markets, banking, tax and litigation							
Weil, Gotshal & Manges	New York	150	31	19	11	1996	EC4
Full service							
White & Case	New York	397	103	38	32	1971	EC2
Full service							
Willkie Farr	New York	40	13	9	6	1988	EC2
Services include private equity, insurance, restructuring and litigation							
WilmerHale	Boston and Washington	49	7	12	5	1972	W1
Services include litigation, regulatory, corporate and IP							
Wilson Elser	New York	0	0	31	1	2007	EC3
Insurance							
Winston & Strawn	Chicago	27	10	18	9	2003	EC2
Full service							

Data taken from firms' websites in September 2016



Major US law firms with offices outside the US but not in London

Firm	HQ	Worldwide locations	Non-US offices	Other offices
Little Mendelson	San Francisco	75	20	Canada, Mexico, C/S America (14), Germany (4)
Miller Canfield	Detroit	16	6	Canada, Mexico, China, Poland (3)
Wilson Sonsini	Palo Alto	15	4	China (3), Belgium
Foley & Lardner	Milwaukee	20	3	China, Japan, Belgium
Hughes Hubbard	New York	9	3	Brazil, Japan, France
Kilpatrick Townsend	Atlanta	18	3	China, Japan, Sweden
Perkins Coie	Seattle	19	3	China (2), Taiwan
Troutman Sanders	Atlanta	16	3	China (3)

Data taken from firms' websites in September 2016

Firm	HQ	Worldwide locations	Non-US offices	Other offices
Loeb & Loeb	Los Angeles	7	2	China (2)
Morris Manning & Martin	Atlanta	7	2	China, Brazil
Alston & Bird	Atlanta	10	2	China, Belgium
Armstrong Teasdale	St Louis	10	1	China
Blank Rome	Philadelphia	15	1	China
Davis Wright Tremaine	Seattle	9	1	China
Dickinson Wright	Detroit	17	1	Canada
Fish & Richardson	Boston	12	1	Germany
Foey Hoag	Boston	4	1	France
Gardelle Wynne Sewell	Dallas	5	1	Mexico
Goulston & Storrs	Dallas	4	1	China
Herrick Feinstein	New York	4	1	Turkey
Kelley Drye	New York	7	1	Belgium
Kramer Levin	New York	3	1	France
Manatt, Phelps & Phillips	Los Angeles	10	1	Mexico
Smith Gambrell	Atlanta	6	1	Germany
Strasburger & Price	Dallas	8	1	Mexico

Data taken from firms' websites in September 2016



Recent experiences

How have the most recent US law firm openings in London played out in the media?

Boies Schiller

Boies Schiller launched in London in September 2014, though the launch had been long anticipated since taking on a Bingham partner nearly a year before. Continued lateral hires and an interview by the firm's managing partner with *The Lawyer* enabled the firm to keep a low-key legal media presence.

The headlines that tell the story

5/24/2013

Elite US litigation firm Boies Schiller set to launch London outpost (*Legal Week*)

5/28/2013

Summer to see US firms Boies Schiller, Butler Snow to open in London (*The Lawyer*)

10/7/2013

Boies Schiller takes Bingham litigator for London launch (*Legal Week*)

9/4/2014

Boies Schiller hires WilmerHale's Miles as new London-based arbitration group head (*The Lawyer*)

9/19/2014

We're not as big as Quinn Emanuel, but size doesn't matter (*The Lawyer*) – interview with the firm's managing partner

6/15/2015

Boies Schiller boosts London presence as it take on third City partner with WilmerHale hire (*Legal Business*)

BuckleySandler

Financial services and financial crime specialist BuckleySandler's London office was its first outside of the United States. It launched with a single partner who relocated from Washington, DC to advise on US law. It stated it had no intentions to practice UK law. It achieved coverage in *The Lawyer* and *Legal Business* on launch but has kept a low profile since.

The headlines that tell the story

9/9/2014

US litigation boutique BuckleySandler launches in London (*The Lawyer*)

9/9/2014

BuckleySandler keeps it cosy (*The Lawyer*)

9/9/2014

Another US litigation boutique launches in London (*Legal Business*)

Cooley

Cooley is the largest US law firm launch into London in recent years. The firm built an immediate London platform taking on 55 lawyers from Edwards Wildman and Morrison & Foerster in January 2015, and has continued to hire lawyers aggressively into London. Consequently Cooley has rarely been out of the UK legal media since. It has continued the dialogue with the media and is outspoken about its ambitions. Regular new hires and other initiatives provide a regular flow of news.

The headlines that tell the story

01/20/2014

First Edwards Wildman City fallout since 'revolt' as Cooley one of three US firms circling (*Legal Business*)

11/12/2014

Playing it Cooley: the Californian firm eyes a London launch in 2015 (*The Lawyer*)

12/12/2014

Cooley closes in on London launch as majority of Edwards Wildman partners set to join ahead of Locke Lord merger (*Legal Week*)

1/12/2015

Cooley launches 55-lawyer London base with partners from Edwards Wildman and Mofo (*Legal Week*)

1/12/2015

Cooley CEO Joe Conroy on London: "We put our money where our mouth is" (*The Lawyer*)

2/4/2015

Can Cooley make good on its City ambitions? (*Legal Business*) – interview with Cooley's chief executive

3/9/2015

Cooley keeps up City push with Olswang's former PE head Rosen (*Legal Business*)

3/17/2015

Cooley launches London life sciences practice with Reed Smith hires (*Legal Week*)

5/11/2015

Why the Cooley effect is one to watch (*The Lawyer*)

9/11/2015

How to conquer London (*The Lawyer*) – interview with London managing partner

9/22/2015

Cooley targets London start up market with free legal tool (*The Lawyer*)

10/28/2015

'We have come here and we want to pay top rates' – Cooley's CEO on making an impact in London (*Legal Week*) – interview with Cooley's chief executive

11/17/2015

Cooley London expansion continues with hire of Olswang corporate partner (*Legal Week*)

1/20/2016

Cooley turns to Sullivan for white collar push in London (*Legal Week*)

2/6/2016

Cooley sets City agenda with turnover targets and committee appointments (*Legal Business*)

2/11/2016

Cooley continues City expansion with Mayer Brown finance partner Clark (*Legal Business*)

3/10/2016

Cooley hires Miniclip GC to boost digital media team (*The Lawyer*)

Finnegan

Finnegan moved to London by relocating its European base from Brussels. *The Lawyer* picked up the story in August 2013 and the official announcement was made in the following November. It has kept a low profile since, with just the announcement of hiring of three partners a year after the launch.

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The headlines that tell the story

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8/16/2013

US IP giant Finnegan turns its back on Belgium for London launch (*The Lawyer*)

11/20/2013

US IP specialist launches in London (*Legal Business*)

11/20/2013

US firm Finnegan moves European base from Brussels to London (*Legal Week*)

11/20/2013

US IP shop Finnegan opens in London, shuts down in Brussels (*The Lawyer*)

9/18/2014

US IP giant Finnegan scores triple partner hire for London office (*The Lawyer*)

Haynes and Boone

Haynes and Boone announced it was launching in London via a merger with maritime, oil and gas specialist Curtis Davis Garrard in the week following the UK referendum on leaving the European Union. The initial media coverage, in the legal media as well as in the national press (*The Times*), was consequently focused on its decision to continue with the merger despite the Brexit vote.

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The headlines that tell the story

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6/30/2016

Faith in London: Texas firm Haynes and Boone to open in the City with boutique merger (*Legal Business*)

6/30/2016

US firm backs London as it announces transatlantic merger (*Law Society Gazette*)

6/30/2016

Haynes and Boone and Curtis Davis Garrard announce transatlantic merger (*The Lawyer*)

Holland & Knight

Holland & Knight made a quiet launch into London in May 2016 via the acquisition of six-lawyer transportation finance firm Clark Ricketts. London is Holland & Knight's 27th office and its first outside the Americas.

The headlines that tell the story:

5/10/2016

US firm Holland & Knight acquires Clark Ricketts to launch in London (*The Lawyer*)

Jenner & Block

Jenner announced it was launching an office in London in March 2015, although *Legal Week* had correctly picked up on the firm's intentions via its legal recruiter sources in the previous year. Nonetheless, Jenner gained positive coverage on its launch, which included interviews with the firm's senior partner. Since launching it has kept up a dialogue with the media, with interviews undertaken by the senior partner and the head of the new office. London is Jenner's first office outside the US.

The headlines that tell the story

1/22/2014

Chicago outfit Jenner & Block scoping out City litigators for London (*Legal Week*)

3/24/2015

Chicago's Jenner & Block becomes latest US firm to announce London launch (*The Lawyer*)

3/24/2015

Jenner & Block announces long-awaited London office launch (*Legal Week*)

3/24/2015

Chicago's Jenner & Block targets litigation as it sets up shop in the City (*Legal Business*)

3/24/2015

Jenner & Block chief pledges 'steady' growth for new London office (*The Lawyer*)

3/25/2015

Terrence Truax outlines his ambitions for Jenner's London launch (*Legal Week*)

9/2/2015

Jenner & Block picks up White & Case partner as first lateral in the UK (*The Lawyer*)

10/6/2015

Jenner & Block's Charlie Lightfoot talks about leadership, White & Case and 'getting my hands dirty' (*Legal Business*) – interview with head of London office

2/26/2016

Jenner & Block focuses on building London as global revenue jumps to \$465m (*The Lawyer*) – interview with the senior partner

Ogletree Deakins

Greenville-headquartered Ogletree Deakins launched in London in 2013, as well as opening an office in Berlin – the firm's only offices outside of North America. The only media coverage was on Bloomberg and in *The Lawyer*, and the firm has kept a low media profile in the UK since.

The headlines that tell the story

11/14/2012

US employment firm Ogletree Deakins to open in London and Berlin (*The Lawyer*)

Scott & Scott

Connecticut-based Scott & Scott opened its London office with the hire of a competition litigator from Freshfields and on the back of work on a successful Forex rate-rigging lawsuit in the US.

The headlines that tell the story

9/10/2015

Scott & Scott opens in the City with plans to exploit conflicts and cash in on competition class actions
(Legal Business)

1/25/2016

Scott & Scott granted SRA licence six months after London launch *(The Lawyer)*

Sullivan & Worcester

Boston-headquartered Sullivan & Worcester launched into London – its only non-US office – in early 2013 through the hire of SNR Denton's head of trade and export finance. Apart from announcements in *The Lawyer* of further partner hires, the firm has kept a low profile since.

The headlines that tell the story

1/11/2013

SNR Denton partner quits to launch City arm for US firm Sullivan & Worcester *(The Lawyer)*

11/15/2013

US firm Sullivan & Worcester dual partner hire builds London team *(The Lawyer)*

Sutherland

Sutherland launched into London with a merger with niche energy and commodities practice Arbis, which also came with an office in Geneva, Switzerland.

The headlines that tell the story

3/18/2014

US energy giant Sutherland launches in London with boutique merger *(The Lawyer)*



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