Essential Technologies for Law Firm Business Development – a Hands-On Workshop

January 21, 2015
Reports
ACME, Inc.

A. Hoovers Profile of ACME, Inc. (Comprehensive Company Report)

B. Capital IQ Profile of ACME, Inc. (Company Overview including deal profiles)

C. Monitor Profile of ACME, Inc.* (Litigation Profiles. Aggregates information from reported cases and dockets from Westlaw to reveal the litigation trends of companies, industries, law firms, attorneys and judges.)

D. ACME, Inc. Legal Department (if available)

E. Analyst Report on ACME, Inc. (if available)

F. Industry Report

G. News

H. ACME, Inc. Website
   1. About Us
   2. History
   3. Letter from the Chairman/CEO
   4. Press Room
   5. Investor Relations
   6. Executive Bios
   7. Locations

I. Sheppard Mullin Contacts at ACME, Inc. "Who Knows Whom"

*NOTE: There may be inconsistencies across these reports. The vendor has explained that this is because all counties do not provide all pieces of information. For example, LA County does not include the name of the law firm when they enter information onto the docket sheet; and in the practice area section, some dockets enter the type of case, some only enter civil or criminal, and some enter nothing at all. The vendor continues to enhance the product, e.g., by looking at other sources such as pleadings, to fill in the holes left by the courts.
[Re] Introducing ContactNet in Four Easy Steps (to find out Who Knows Who)

If you have never used ContactNet, you will see this prompt. Click on Start using ContactNet.
Executive Summary

Client name: Lend Lease

Address, corporate: New York

Address, local: Los Angeles, CA/San Francisco, CA

Relationship attorney(s): Fernando Villa

Review date: Wednesday, January 22, 2014

Industry: Healthcare Facilities and Operations, Office, Residential and Multifamily

**Brief description:** Lend Lease is a leading international property and infrastructure group. The firm’s capabilities span the property and infrastructure spectrum, headquartered in New York, offers project management and construction, public partnerships, development, and asset and property management services.

**Past billings:** In past years, Fernando has billed this client approximately $100,000. We have not billed anytime since Fernando joined Allen Matkins.

**Legal Work handled in the past:** Land use, due diligence, entitlement

**Opportunities:** The company sees the U.S. as high growth compared to other countries, and they are particularly interested in California. There is legal opportunity for Real Estate, Construction, Litigation and P3 projects.

**Key client contacts:**

<table>
<thead>
<tr>
<th>Person</th>
<th>Title</th>
<th>Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peter Loedding</td>
<td>VP Healthcare Development</td>
<td>Day-to-day contact. Based in L.A. Comes from a construction background.</td>
</tr>
<tr>
<td>Randy Grosskopf</td>
<td>Senior VP</td>
<td>Key contact, based in L.A</td>
</tr>
<tr>
<td>Leo Bandini</td>
<td>Vice President</td>
<td>Business Development in LA</td>
</tr>
</tbody>
</table>
CLIENT BUSINESS

DESCRIBE THE CLIENT’S BUSINESS AND ITS INDUSTRY.

Lend Lease Group (Lend Lease) is a leading international property and infrastructure group. Listed on the Australian Securities Exchange and with circa 18,000 employees worldwide, the firm’s capabilities span the property and infrastructure spectrum. The company’s expertise in the United States covers multiple sectors including arts and culture, commercial office, education, government, healthcare, hotels and resorts, industrial, military housing communities, mixed-use, multi-site, pharmaceutical, senior living, solar, transportation, and aviation. Lend Lease, headquartered in New York, offers project management and construction, public partnerships, development, and asset and property management services through the following operating entities:

- Lend Lease (U.S) Capital, Inc. (Group Services)
- Lend Lease (U.S) Construction Holdings Inc. (Project Management and Construction)
- Lend Lease (U.S) Construction Inc. (Project Management and Construction)
- Lend Lease (U.S) Construction LMB Inc. (Project Management and Construction)

FINANCIAL OVERVIEW

The Americas region of Lend Lease achieved an operating profit after tax of $53.7 million in its 2013 fiscal year, an increase of 49 percent from 2012, underpinned by increased earnings in its construction and infrastructure development businesses. 2012 earnings were negatively impacted by costs associated with the New York investigation into the company’s billing practices. Reflecting the improving market conditions in core geographic markets of New York and Chicago, new work secured for its construction business increased to $3.5 billion and backlog revenue increased to $4.9 billion in the 2013 fiscal year. Additionally, improvements continued for other markets across the region including San Francisco, Washington, D.C., and Boston.

CALIFORNIA EMPLOYEES

Throughout the provides an array of services including project management and construction, public partnerships, development, and investment management through its 13 offices, including 2 in California located in Los Angeles and San Francisco, which collectively employ roughly 100 people.

Los Angeles Office (42 employees). The 42 construction professionals in the company’s Los Angeles office are currently managing more than $400 million worth of construction. Projects

1 Office Profiles, Find the Company
have included campus master-plan build outs at [redacted] and [redacted], renovations at both the [redacted] and [redacted], the new
[redacted], [redacted], a mixed-use development in [redacted], a multi-family adaptive re-use project.

San Francisco Office. [redacted] has managed construction projects throughout northern California from the San Francisco office since 1985. In the last ten years, the San Francisco office has completed more than 50 projects valued at well over $4 billion including landmark projects, such as [redacted], a three million-square foot residential mixed-use urban living center in downtown San Jose.

CALIFORNIA OPERATIONS

Construction and Development Activities

As of October 2013, [redacted] had a $37.4 billion pipeline of global development projects, the largest in [redacted] 50-year history. [redacted] activities in California primarily involve construction and development projects. Most of the company’s recent real estate activity has been concentrated on the East Coast and the Midwest.

Recent Projects

[redacted] major construction and development projects in California over the last two years include the following:

- City College of San Francisco Chinatown North Beach Campus, San Francisco ($104 million). Located in San Francisco's historic Chinatown and North Beach District, the new two-building City College of San Francisco campus consists of a 14-story tower and a 4-story building on a neighboring property. The project was completed in 2013.

- [redacted], completed work on this 23-story, mixed-use urban infill-development project in San Jose in 2010.\(^3\)
Future Construction Projects

- **LUMINA 665.** Construction on this large-scale 665-unit condominium project on San Francisco’s waterfront for Tishman Speyer and China Vanke broke ground in June 2013 and is scheduled for completion in 2016.4

- **El Camino College – Measure E ($266 million).** was selected by the El Camino Community College District to provide a full range of professional services to support the Measure E Bond Program. The District’s Master Plan encompasses 126-acres. Services will include Master Plan coordination, program budgeting, estimating, master schedule, bidding, procurement, project, and construction management. This project is underway.

- **Installation of Solar Panels** The Los Angeles Times reported in 2012 that was partnering with SolarCity on the installation of 18,000 panels on military homes in California and Colorado: Tierra Vista at the Los Angeles Air Force Base, and Peterson AFB and Schriever AFB, both in Colorado Springs.5

Future Development Projects

- Of the eight development projects for the Americas region identified in fiscal 2013 annual report, which include those projects where the company was appointed as the preferred bidder, one was in California: Providence Little Company of Mary Medical Centre in Torrance. In conversations with the company is eager for more California opportunities.

WHO ARE THE LEGAL DECISION MAKERS AT THE COMPANY?

Business Contact

- **Healthcare Development,** has been our main contact. Prior to joining he was at Clark Construction and the Opus East Construction Group. He has a B.A. degree is from Pennsylvania State University. There is limited information available on

WHAT OTHER LAW FIRMS DOES THIS COMPANY USE? WHAT ARE THEIR LEGAL NEEDS?

Litigation Profile

Federal Appellate Court Matters. Based on data in LexisNexis AtVantage, has not been a party to litigation in the Ninth Circuit since 2009.

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Annual Report

“SolarCity plans 18,000 panels for military in SolarStrong effort,” Los Angeles Times (July 17, 2012)
Federal District Court Matters. Of the 316 suits involving Lend Lease in federal district court since 2009, one suit was litigated in federal district court in California. This contract matter was filed in 2013. Information on the outside counsel retained for this matter was not available.

California State Court Matters. Of the 820 suits involving Lend Lease at the state court level since 2009, 20 suits were litigated in California, primarily involving contractual disputes and claims of personal injury as shown below. Information on the outside counsel retained for these matters was not available.

<table>
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<tr>
<th>Case Type</th>
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<th>2014</th>
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<td>0</td>
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<td>0</td>
<td>1</td>
<td>5.00%</td>
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<tr>
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<td>4</td>
<td>1</td>
<td>3</td>
<td>20</td>
<td>42</td>
<td>100.00%</td>
</tr>
</tbody>
</table>

Outside Counsel

According to a fall 2012 interview with Linda Christensen-Sjogren, “very much helped by McKenna Long & Aldridge LLP,” in addition to the two construction firms below. It is not clear which practices areas are involved in McKenna Long & Aldridge’s representation, although it was likely P3 work.

Construction

- Peckar & Abramson
  - Peckar & Abramson specializes in construction matters. According to the above-mentioned fall 2012 interview with Linda Christensen-Sjogren, regularly retains Peckar & Abramson, which also loans the company attorneys when short-handed. Details on the nature of this representation were not available. The firm does not appear to handle construction litigation work for Lend Lease based on the data in LexisNexis AtVantage.

  - Firm’s California offices: Los Angeles, Orange County, and San Francisco

- Watt, Tieder, Hoffar & Fitzgerald, LLP

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6 “Keeping up with Construction Compliance,” American Builders Quarterly (Oct/Nov/Dec 2012)
7 “Keeping up with Construction Compliance,” American Builders Quarterly (Oct/Nov/Dec 2012)
This firm specializes in issues relevant to the construction, surety, government contracts, and commercial real estate industries, with nearly 60 partners in its construction practice according to *Chambers and Partners*. According to the above-mentioned fall 2012 interview, **regularly retains Watt, Tieder, Hoffar & Fitzgerald, LLP, which also loans the company attorneys when short-handed. Details on the nature of this representation were not available.** The firm does not appear to handle construction litigation work for **based on the data in LexisNexis AtVantage.**

**Firm’s California offices: Irvine and San Francisco**

**Litigation – Mass Torts**

- **Weil, Gotshal & Manges LLP**
  - Attorneys in the firm’s New York office represented **in all aspects of the World Trade Center debris removal litigation, which involved more than 10,000 claims brought by plaintiffs alleging respiratory and other injuries as a result of the Ground Zero site cleanup. The suit settled in 2011.**

**Firm’s California offices: Silicon Valley**

**Litigation – Construction**

- **Sutherland Asbill & Brennan LLP**
  - The firm represented **in a $200 million lawsuit concerning the deconstruction of the former Deutsche Bank Building, the final building to be removed from Manhattan's Ground Zero.** It is not clear which attorneys participated in this representation.

**Firm’s California offices: Sacramento**

**Real Estate**

- **Gilchrist & Rutter**
  - Jonathan S. Gross, Managing Partner, Santa Monica – Mr. Gross has represented **in unidentified commercial real estate matters. It appears that ** is the investment management division of ** which in the U.S. focuses on the company’s military housing privatization project.**

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10. Firm Profile, *Chambers and Partners*
11. Attorney Biography, Gilchrist & Rutter PC
o Firm’s California offices: The firm’s only office is located in Santa Monica.

WHAT DO YOU BELIEVE ARE THE SIGNIFICANT CHALLENGES/OPPORTUNITIES THE COMPANY FACES IN THE COMING YEAR? IN THE NEXT 3 YEARS?

The company wants to expand more in the U.S. and based on conversations with [REDACTED], they are particularly interested in California. They are involved with P3 projects.

STRATEGIC ACCOUNT PLANNING

WHAT ARE OUR STRENGTHS/OPPORTUNITIES?

Allen Matkins has strong experience in the industries in which [REDACTED] focuses.

[REDACTED] is actively seeking West Coast opportunities.

[REDACTED] has historically provided land use counsel to this client. Moving to Allen Matkins gives us an opportunity to pick up additional work.
# ACTION PLAN

## Goals:
- To become a “go-to” firm in California.
- Expand work with the Healthcare team from land use to construction, employment, etc.
- Leverage relationships with [redacted] and the healthcare team for introductions to other areas.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Who</th>
<th>Next Step</th>
<th>Complete by</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
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</tr>
</tbody>
</table>

## Typical activities:

### A. Improve client service
- Implement cost management plan
- Implement value communication plan
- Conduct in-house training

### B. Improve communications
- Subscribe to client newsletters
- Review account with client
- Create client intranet

### C. Grow business/relationship:
- Introduce other attorneys
- Visit by Managing Partner
- Invite to firm events/review lists

### D. Other priorities
- Provide business referrals
- Hire attorneys to grow our business
### Profile:
Kimberley D. Harris, NBCUniversal

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tenure with NBCUniversal</td>
<td>2</td>
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<tr>
<td>Professional History</td>
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<tr>
<td>Honors and Awards</td>
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<tr>
<td>Speaking Engagements</td>
<td>3</td>
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<tr>
<td>Board Positions</td>
<td>4</td>
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<tr>
<td>Education</td>
<td>4</td>
</tr>
<tr>
<td>Personal Information</td>
<td>4</td>
</tr>
</tbody>
</table>
TENURE WITH NBCUNIVERSAL

Kimberley Denise Harris, roughly 40 years old, became Executive Vice President and General Counsel at NBCUniversal in September 2013. She took over the position after long-time General Counsel Rick Cotton decided to step down. Cotton, who had served as General Counsel for NBCUniversal since 1989, took on the role of senior counsel for intellectual property protection with the company.

Harris provides legal advice to the NBCUniversal senior management team and supervises the law department, which handles legal matters for all of NBCUniversal’s business units, including the company’s film studio, two broadcast networks, 18 cable channels, 50-plus digital sites, and theme park operations. She also coordinates NBCUniversal’s global regulatory and legislative agenda and reports directly to NBCUniversal CEO Stephen B. Burke in New York.1

PROFESSIONAL HISTORY

Harris most recently was a litigation partner with Davis Polk & Wardwell, where she specialized in advising clients on investigations by Congress, the U.S. Department of Justice, and the U.S. Securities and Exchange Commission. She had previously been with the firm from 1997 to 2009, when she left to join the U.S. Department of Justice’s criminal division, where she handled fraud matters, and subsequently the White House. She returned to Davis Polk following her stint at the White House.

From 2010 to 2012, Harris served in the White House Counsel’s Office, most recently as Deputy Counsel and Deputy Assistant to the President. During her tenure at the White House, Harris advised senior Executive Branch officials on congressional investigations and executive privilege issues, and senior White House officials on a wide range of compliance and risk management issues, as well as other legal matters. In addition, she developed and implemented the White House response to congressional investigations, and managed litigation matters relating to the President. According to a 2011 profile in The Washingtonian, Harris obtained her position at the White House after meeting Kathryn Ruemmler, White House counsel, while both worked at the Justice Department.

From 2009 to 2010, Harris was Senior Counsel to the Assistant Attorney General, U.S. Department of Justice, Criminal Division, where she worked on fraud-related issues, and participated in inter-agency task forces on behalf of the Criminal Division, including the Financial Fraud Enforcement Task Force, the National Procurement Fraud Task Force, and the Health Care Fraud Prevention and Enforcement Action Team.

1 Biography, NBCUniversal; “NBCUniversal names new GC, Kimberley Harris,” Inside Counsel (July 17, 2013); Profile, Linkedin; Press Release, Davis Polk & Wardwell (June 26, 2007); “NBCUniversal Adds Ex-Obama Atty, Davis Polk Partner As GC,” Law360 (July 16, 2013); “The President’s Top Lawyers Are all Women,” The Washingtonian (Nov. 2, 2011)
She first joined Davis Polk & Wardwell as an associate in 1997 and was named a litigation partner in 2007. As a litigation partner at Davis Polk from 2007 to 2009, Harris’s practice focused on advising institutions and individuals on government investigations and complex civil litigation in state and federal courts. From 1996 to 1997 she served as a law clerk to the Honorable Charles S. Haight, Jr., U.S. District Court, S.D. New York.2

**HONORS AND AWARDS**

The New York City chapter of the National Organization for Women (NOW) recently honored Harris for her outstanding record of achievement in government and law, and her commitment to the advancement of women, during their 2013 Women of Power & Influence Awards.3

**SPEAKING ENGAGEMENTS**

- **General Counsel Roundtable at Fordham University** (April 2014 in New York). Ms. Harris participated in a roundtable discussion regarding the key challenges and opportunities in IP law for their businesses.4

- **2014 Litigation Summit for In-House Counsel, Outside Counsel, and Judges** at City Bar Center for CLE (May 9, 2014 in New York). Harris spoke on the following topic: “Pandora’s Box: Navigating the Minefield When the Government Calls.” This session discussed what needs to be considered when interaction with the government can impact the organization on multiple fronts.

- **General Counsel Forum**, Minority Corporate Counsel Association (July 24, 2014 in Washington, DC)

- “**From the White House to In-House: A One-on-One Conversation with Kimberley D. Harris**,” Corporate Counsel Women of Color’s 10th Annual Career Strategies Conference (October 8-10, 2014 in Beverly Hills)

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2 Biography, NBCUniversal; “NBCUniversal names new GC, Kimberley Harris,” Inside Counsel (July 17, 2013); Profile, LinkedIn; Press Release, Davis Polk & Wardwell (June 26, 2007); “NBCUniversal Adds Ex-Obama Atty, Davis Polk Partner As GC,” Law360 (July 16, 2013); “The President's Top Lawyers Are all Women,” The Washingtonian (Nov. 2, 2011)

3 Id.

4 Fordham Report 2014: General Counsel Roundtable, The IPKat (April 25, 2014)
BOARD POSITIONS

Harris assumed the NBC network seat on the National Association of Broadcasters TV Board of Directors in May 2013. The seat was previously held by Meredith Baker, who was recently named president and CEO of CTIA-The Wireless Association.5

Harris also serves on the board for the Advocates for Children of New York, a nonprofit that works on behalf of children who are at greatest risk for school-based discrimination and or academic failure due to poverty, disability, race, ethnicity, immigrant or English Language Learner status, sexual orientation, gender identity, homelessness, or involvement in the foster care or juvenile justice systems.6

Harris previously served on the National Women’s Law Center Leadership 35 Committee, a high-level advisory committee of talented young leaders who provide the Center with advice and support on critical issues that affect women and their families.7

EDUCATION

Harris graduated magna cum laude from Harvard University in 1992 with an A.B. in Government, and she obtained a law degree from Yale Law School in 1996.8

PERSONAL INFORMATION

According to the 1996 New York Times announcement for her wedding to Matthew Miller, Kimberly Denise Harris grew up in Scarsdale, New York. She is the daughter of Lottie and Conrad Harris of Scarsdale. At that point, the bride’s father was the chief financial officer at Consumers Union in Yonkers, the publisher of Consumer Reports magazine. Her mother was the executive director of the Child Care Council of Westchester, in White Plains.

The groom was an account director at Foote, Cone & Belding Direct, an advertising agency in New York. He graduated from Boston University. His mother is the office manager at William Pitt Real Estate in Stamford. His father is a family judge in Connecticut Superior Court in Bridgeport and New Haven.9

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5 Press Release, National Association of Broadcasters (May 13, 2014)  
6 Board of Directors, Advocates for Children of New York  
7 2013 Women of Power & Influence Awards, National Organization for Women  
8 Biography, NBCUniversal; “NBCUniversal names new GC, Kimberley Harris,” Inside Counsel (July 17, 2013)  
Exercises
Scenario #1: What's happening with Pfizer?

Your partner has just set up a meeting with a high-level executive at Pfizer. You'd like to brief yourself on important trends and issues that have been mentioned in the news about Pfizer to determine legal risks and business opportunities.

Select client from Profile
- Click on trending terms to get to inside line on what's being discussed out on the web
- Discuss Results
### Pfizer News 1 Month

#### Pfizer Key People

<table>
<thead>
<tr>
<th>News (141)</th>
<th>Filings (15)</th>
<th>Events (1)</th>
<th>Twitter (567)</th>
<th>Charts &amp; Trends</th>
</tr>
</thead>
</table>

#### Pfizer News

- **FDA standards for the treatment of heart disease**: The FDA has placed new restrictions on the marketing of drug therapies for heart disease, including Viagra and Cialis. The restrictions aim to reduce the risk of heart attacks and strokes associated with the use of these drugs. 

- **New York Stock Exchange**: The New York Stock Exchange has announced new rules for companies listed on its exchange. These rules include increased transparency and disclosure requirements. 

#### Pfizer Inc. News

- **Pfizer Inc. stock**: Pfizer Inc. stock has risen 4 percent to $82.77 with 23,195,609 shares traded. Twitter inc. fell 2.9 percent to $52.87 with 27,793,865 shares traded.

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**Updated Sources**:

- **Manzama**: Source: GeneralSource: TrendSource: Cyntara
Scenario # 2: Develop a content marketing newsletter about "Electric Cars" and issues surrounding them

- Filter the information
- Flag articles for report
- Share articles with groups / teams set up within the platform for quick content dissemination
Renewable Energy News 1 Month

- Green Jobs: ExxonMobil, SunPower, SolarCity, etc., discuss the growth of the renewable energy sector.
- SolarWorld has announced plans to build a new solar manufacturing facility in India.
- O.E. Schweizer Acquires Apex Clean Energy's SolarVar
- Enphase Energy announces a new solar inverter for commercial and residential applications.
- Gampato raises $30 million from investors like Khosla and True Ventures.

Article successfully flagged
- cape wind
- pacific
- turbine sound
- ariel
- wind
- solar
- water
- geothermal

Mentions
- O.E. Schweizer
- Apex Clean Energy
- Enphase Energy
- Gampato
- Khosla
- True Ventures
Renewable Energy -- Top News Report

Actions

Publishing
- Create PDF Report
- Export to Excel

Decarbonization Routes
- Yesterday at 1:36 p.m.

Organisation
- Add to Trusted Sources
- Remove from Trusted Sources

Inclent's Verve Global to land $500M for efficient data centers

Verve Global, a U.K.-based data center firm with locations in Iceland, announced on Monday that it has raised $500 million in equity funding. Verve’s Wharfedale data center campus is used to store some of the largest names in business, including BMW and Datsun. The funding will be used to expand its wholesale and co-location services. "In order to succeed in a data-driven economy, power capacity..."
Scenario 1: New Business Development
Your firm is interested in pitching work at Pepsico Holdings and needs an initial contact at the client:
• What is Thomas Boyle’s title?
• Who has the strongest relationship with Thomas?

Scenario 2: Setting up Business Meetings in other cities
An attorney will be traveling to NYC in two weeks and would like to schedule some appointments with prospects that are in the Financial Services industry
• Which companies does the firm have the strongest relationships? (Provide Top 5)
• What is Warren Hurwitz’s office phone number?
• Who is the Firm’s Top Colleague at Massachusetts Financial Services Company?

Scenario 3: Business Retention
Harry Kimmel, a key partner, is leaving the firm
• Which are the three main clients that Harry works with?
Monitor Suite®

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Monitor Suite Overview

- Provides legal trending analysis of dockets, deals and IP assets for companies, industries, law firms, attorneys, judges, practice areas, courts and more.

Accessing Monitor Suite

- Go to www.monitorsuite.com
- Click “Use Monitor Suite Credentials” to log on with temporary access password.

For More Information

- Janet Bennett
  Thomson Reuters, National Manager Business Development Solutions
  Janet.Bennett@ThomsonReuters.com   (214) 368-3940
Monitor Suite®

Scenario 1: Industry Expansion
Our firm is looking to expand our litigation work with companies in the medical device industry. We want to:

(1) Understand the legal needs and competition for one of our top prospects, Becton Dickinson,
(2) Review the litigation trends for the prospect’s industry and our experience in the industry, and
(3) Identify how we compare to law firms currently representing our prospect.

1) **Run a Monitor Suite COMPANY REPORT for Becton Dickinson.**

To understand Becton’s legal needs, run a company report in Monitor Suite for Becton. *(Enter company name, add it to report and click “Get Results.”)*

Review Becton’s practice area trends, filter to patent litigation and identify firms that have handle Becton’s patent litigation. *(View practice area page, click “Intellectual Property – Patents” to filter to patent work, then view law firm page to identify firms handling patent cases.)*

2) **Run a Monitor Suite INDUSTRY REPORT for Becton Dickinson’s industry:**

*Health Care > Surgical and Medical Instruments and Apparatus*

How does Becton Dickinson rank among industry competitors for patent litigation? *(View company section.)*

Are patent dockets increasing or declining in this industry nationally? *(View docket and opinion trending.)*

How does Becton compare to other companies and is their litigation on par, greater than or less than the norm in the industry? *(View company section.)*

**BONUS:** What new dashboard component of Monitor Suite can be used to identify our firm’s opportunities within the industry, as well as how we are tracking for new business this year as compared to last year?

3) **Compare law firms with a LAW FIRM LITIGATION COMPARISON REPORT.**

Wilmer Hale has handled patent litigation for Becton Dickinson every year, including cases filed in 2014. How does our firm compare to Wilmer Hale in terms of experience in patent litigation, industry experience and length of time to resolve matters?

Using a Litigation Comparison Report, review how our firm (use Sheppard Mullin or your own) compares to Wilmer Hale in terms of experience handling litigation for companies in the health care industry? *(Create a law firm report, look up and add two law firms to report, check “Litigation/Deal Comparison Report” box, and run report.)*

Filter report to the health care industry and review how the two firms compare in terms of patent litigation experience? *(Go to industry section and filter to health care, then view practice area page for patent litigation experience.)*

Filter report to patent litigation for the health care industry and review how the firms compare for time taken to resolve matters. *(From practice area page filter to patent litigation then review Case Status Summary section.)*