

The BTI Fearsome Foursome

The litigation landscape is constantly changing and this includes which firms clients see at the top. These are the firms striking the utmost fear into the hearts of seasoned general counsel and legal decision makers. The BTI Fearsome Foursome are the firms clients tell us they least want to see on the other side of the table in litigation because they are relentless, very smart, and play to win — and win big.

For the 2nd year in a row, Quinn Emanuel earns the coveted number 1 spot among the BTI Fearsome Foursome. Top legal decision makers rank Quinn Emanuel as part of the BTI Fearsome Foursome in each of the 10 reports BTI has published on the topic. This elite group of firms also includes Jones Day, Kirkland & Ellis, and Latham & Watkins.

Congratulations to The BTI Fearsome Foursome of 2021 for their intense approach and fierce tactics in today’s complex legal market.

Quinn Emanuel Urquhart & Sullivan

Jones Day

Kirkland & Ellis

Latham & Watkins



The fine print: We asked more than 240 general counsel and in-house litigation heads which law firms they would least like to see as opposing counsel. The majority of clients named, unaided, the law firm members of The BTI Fearsome Foursome. The remainder selected other firms, listed here as the BTI Awesome Opponents and Standouts.

The BTI Fearsome Foursome: The Most Feared Law Firms in Litigation

BTI Fearsome Foursome

Jones Day
Kirkland & Ellis
Latham & Watkins
Quinn Emanuel Urquhart & Sullivan

BTI Awesome Opponents

Cravath, Swaine & Moore
Lanier Law Firm
Morgan & Morgan
Pillsbury
Skadden
Williams & Connolly

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BTI FEARSOME FOURSOME

The BTI Fearsome Foursome: The Most Feared Law Firms in Litigation

Standouts

Bartlit Beck
Covington
Finnegan
Fox Rothschild
Littler
Morgan Lewis
Morrison & Foerster
O'Melveny
Robins Kaplan
WilmerHale
Wilson Elser

BTI FEARSOME FOURSOME

21 Law Firms Clients Fear Most in Litigation — Post Pandemic

Fear can be healthy. It prepares you for imminent danger. It can help you improve your response to a potentially dangerous situation.

Fear is especially healthy for the BTI Fearsome Foursome. These are the firms top legal decision makers do not want to see on the other side of the table in litigation. Counsel opposite The BTI Fearsome Foursome often change their strategy and approach when they see these firms on the other side.

The pandemic changed everything, including what makes a law firm fearsome. Yet, the BTI Fearsome Foursome are all alumni. Their consistency in the face of seismic change suggests ferocity is cultural — a natural ability to hone in on the key issues and approach for any circumstance — and then pounce.

Top legal decision makers point to 21 firms as the opponents they do not want to encounter. The top reasons:

1. Tie Claims Together in New Ways

The sudden WFH and other pandemic-related demands create new circumstances and claims. The Fearsome Foursome are quick to spot these and use them to their client's advantage.

2. Very Early Assessments

No one ever has all the facts they want. The Fearsome Foursome operate with fewer known facts. They may adjust and pivot where needed but get out of the gate quickly — and have a strong record for being on the right track.

3. Decisive and Confident

Confidence comes with being comfortable with fewer facts, drawing on experience, and trust in their intuition. This enables the most feared firms to act quickly — often interpreted as aggressive and time consuming by the other side — adding to the fearsome persona.

4. Unbound by Convention

No-rinse and repeat here. These firms always have a new approach. These unanticipated approaches throw the opposition off guard and offer an advantage.

These 4 behaviors define key aspects of the Fearsome Foursome as the pandemic unfolds. Please join me in congratulating the following 21 firms and, Quinn Emanuel Urquhart & Sullivan, for being ranked number 1 for the 2nd year in a row.

Our Methodology and Approach

INDEPENDENT, UNBIASED RESEARCH, BASED SOLELY ON CLIENT FEEDBACK

2021 Survey Participant Demographics

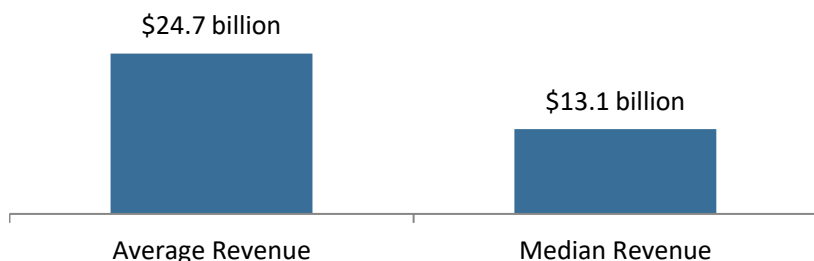
OVERVIEW

Interviews	More than 240 in-depth telephone interviews
Time Frame	Conducted between February 12, 2020 and August 12, 2020
Incentives	Respondents receive a complimentary report of legal benchmarks and metrics

LEGAL DECISION MAKERS RESPONSIBLE FOR LITIGATION

- Head of Litigation
- Chief and Vice President of Litigation
- General Counsel/Chief Legal Officer
- Direct report to General Counsel

ORGANIZATIONS WITH HIGHEST LEVELS OF LEGAL SPENDING



REPRESENTATIVE OF MORE THAN 15 INDUSTRY SEGMENTS

Banking

Chemicals

Consumer Goods

Energy

Financial Services

Food & Agriculture

Health Care

High Tech

Insurance

Manufacturing

Pharmaceuticals

Professional Services

Retail Trade

Telecom

Transportation

Utilities

Wholesale Trade

BTI Litigation Outlook 2021 is based solely on in-depth telephone interviews with leading legal decision makers. This comprehensive analysis trends data from more than 9,000 corporate counsel client interviews conducted over the span of 20 years.

This research is independent and unbiased — no law firm or organization other than BTI sponsors this study.

Each year, BTI reaches out to a strategically designed group of top legal decision makers at large organizations with \$1 billion or more in revenue. We target the decision makers in the industries who spend the most on legal affairs as well as thought leaders and innovative Chief Legal Officers. Our survey also includes Chief Legal Operating Officers and business executives who hire and influence the selection and hiring of law firms.

Participants are granted confidentiality at the individual and organizational level.

Questions? Comments?



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For questions, research inquiries, and information on BTI's research, market insight, seminars, training, or workshops, please contact us via email or by calling **+1 617 439 0333**.

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