

# Law Firm of the Year Finalists Give a Glimpse of the Industry's Future

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It's not just record revenue and profits, though they are certainly part of the equation. It's about providing the highest level of client work and service on the most crucial matters to those clients. And beyond that, there is the question of innovation—the search for new and untested methods for meeting the firm's and clients' goals; the adoption of new technologies to enhance and make more efficient a firm's offerings; the ingenuity to see what's coming and harness its power. And if ever a firm should forget the law's legacy as a profession, there is the responsibility to focus on pro bono and diversity initiatives.

Quite frankly, it's a lot to consider. To excel—to truly stand apart in a marketplace more crowded than ever with elite competition—requires a graceful balancing act. It takes a cohesive structure designed to keep disparate moving parts working toward the same goal and functioning at the highest level. The American Lawyer's finalists for Best Law Firm of the Year managed to pull off this trick, turning in an impressive combination of groundbreaking work, creative vision and financial success.

Our seven finalists represent, among them, many of the world's biggest companies on some of the most critical matters. At the same time, they also represent the best of what the industry has to offer—and where it's headed. They are presented here in alphabetical order.

## Cooley

From its seat in Palo Alto, California, Cooley represents a who's who of the dominant tech companies



changing the world day by day. The firm helped Facebook beat back a \$15 billion multidistrict litigation over browser cookies. It won a Ninth Circuit ruling cementing Google's trademark despite claims that it had become a generic term for using any internet search engine. It represented Snap in one of the tech world's most closely watched IPOs. And the firm found time amid all that to advise Zeltiq Aesthetics on its \$2.5 billion sale to Allergan.

Cooley has found a home at the center of a changing economy, and its bottom line has shown the benefits. The firm's revenue kicked up 10.1 percent last year as it crossed the billion-dollar threshold, and its profits per equity partner rose 6.2 percent to exceed \$2 million. It's in the right place at the right time, and doing the work to stand out.