

## THE FIRM

# 7 Law Firms That Moved the Needle on Innovation in 2017



SHUTTERSTOCK

Innovation may be a tired buzzword and a law firm marketing cliché, but it also allows law firms to remain competitive.

## by Law.com Editors

Yes, innovation is a tired buzzword and a law firm marketing cliché. But it's also the key to law firms remaining competitive in the face of increased client demands, intensifying competition and ever-greater segmentation of the legal services market. Throughout 2017, we've brought you stories of law firms investing in technology, implementing new systems or launching other future-minded experiments. Here are some of the headlines that stood out.

### Bryan Cave — A Case for Letting Associates Drive Technology Advances in Law Firms

Every other year the firm invites associates to the Bryan Cave Business Academy, an event that's part training retreat and part hackathon. The goal is to get associates thinking about how technology is reshaping the Big Law business model and to urge the younger lawyers to propose new technology applications.

### Culhane Meadows — Stay-at-Home-Rainmakers: A Growing Threat to Big Law

The virtual law firm is attracting real talent with a model that allows lawyers to set their own billing rates and keep 80 percent of their earnings. Founded in 2013 by four lawyers in Dallas and Atlanta, the firm announced Dec. 19 that five new IP partners have joined its ranks. For a contrarian's view of cloud-based law firms, read Roy Strom's take in *The Law Firm Disrupted*.

### Dentons — CEO Shift at Nextlaw Labs Points to New Structure for Denton's Innovation Arm

Dentons continues to set the pace for law firm investment in legal technology through its Silicon Valley accelerator, Nextlaw Labs. This summer Dentons was recognized with an International Law Firm Innovation Award from Law.com affiliate Legal Week for its free lawyer referral program that provides clients with access to more than 21,000 attorneys.

### DLA Piper — Inside DLA Pipers Client Retention Data Analytics Program

At this year's ILTACON, a conference put on by the International Legal Technology Association, DLA Piper pulled back the curtain on how it's been

using data analytics to improve client service and retention. The initiative used four years of firm data to learn more about client retention and predict simple steps that would likely lead to growth in a client's business. The project resulted in a four-prong plan for keeping clients happy and spending.

### Pierce Sergenian — New Boutique Touts Litigation Finance Deal to Fund Big Law Battles

Just months into its existence, Los Angeles-based litigation boutique Pierce Sergenian broadcast a deal with litigation financier Pravati Capital that would allow the tiny, upstart firm to take on potentially lucrative contingency fee cases against deep-pocketed adversaries. The deal, reporter Roy Strom noted, showed "how litigation finance may change the prevailing law firm business model by lowering the cost and risk associated with launching a new firm to take plaintiff-side cases on contingency." Firm founder John Pierce, a Quinn Emanuel alum, said of going public: It "was important for the market to understand that we have the ability to take a case across the finish line."

### Seyfarth Shaw — Seyfarth Shaw Puts 'Software Robots' to Use in Automation Push

The firm struck a licensing deal in February with Blue Prism, a software company that promises to automate repetitive tasks such as client onboarding and contract analysis.

"We believe it will help our people operate more efficiently and effectively in doing the things that attorneys want to do, and it will take a lot of the process and moving of data off their plate," said Stephen Poor, Seyfarth's chairman emeritus. "It's not like robot lawyers sitting at their desks."

### Simmons & Simmons — An Innovative Approach to Law Firm Innovation

The London-based law firm launched a new initiative that will allow its lawyers to apply for a break from hourly billing in order to pursue ideas that would help the firm modernize its business. Simmons lawyers will pitch their ideas to a committee and if selected, will be given time to work on their proposals. This addresses a dilemma for law firm partners who typically take a financial hit if they spend time on innovative projects.



## CITY OF DORAL NOTICE OF PUBLIC HEARING

All residents, property owners and other interested parties are hereby notified of a **Council Zoning Hearing on Wednesday, January 17, 2018 beginning at 6:00 PM**, to consider the following amendment to the Land Development Code Chapter 74 Miscellaneous and Supplementary Regulations", Article III, "Special Setbacks and Uses", Division 4, "Special Development Regulations for Certain Uses", Section 77-152 "Automobile and Truck Sales for New and Used Automobiles." The City Council will consider this item for **FIRST READING**. This meeting will be held at the **City of Doral, Government Center, Council Chambers located at 8401 NW 53rd Terrace, Doral, Florida, 33166**.

The City of Doral proposes to adopt the following Ordinance:

### ORDINANCE No. 2018-02

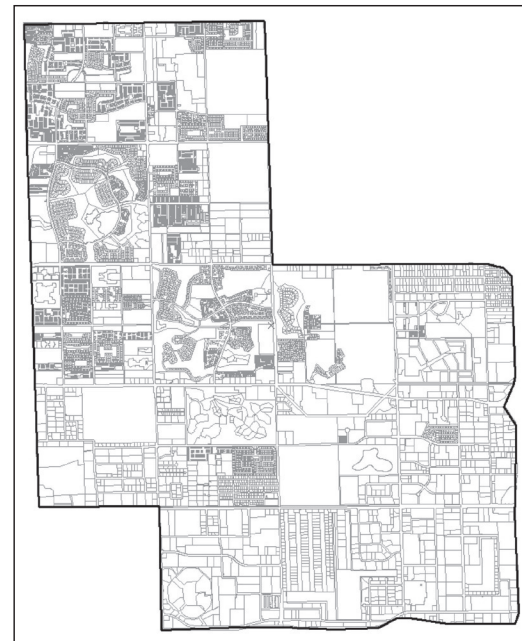
**AN ORDINANCE OF THE MAYOR AND THE CITY COUNCIL OF THE CITY OF DORAL, FLORIDA, APPROVING/DENYING AN AMENDMENT TO SECTION 74-152 OF THE CITY LAND DEVELOPMENT CODE, "AUTOMOBILE AND TRUCK SALES FOR NEW AND USED AUTOMOBILES," PROVIDING FOR REGULATIONS, AND REQUIRING SPECIAL EXCEPTION APPROVAL, FOR AUTOMOBILE DEALERSHIPS LOCATED ON SITES BETWEEN THREE-QUARTERS (3/4) AND TWO (2) NET ACRES; PROVIDING FOR INCORPORATION INTO THE CODE; PROVIDING FOR IMPLEMENTATION; PROVIDING FOR SEVERABILITY; PROVIDING FOR CONFLICTS; AND PROVIDING FOR AN EFFECTIVE DATE**

**HEARING NO.:** 18-01-DOR-07

**APPLICANT:** City of Doral

**REQUEST:** Amendment to the Land Development Code Chapter 74, Miscellaneous and Supplementary Regulations", Article III, "Special Setbacks and Uses", Division 4, "Special Development Regulations for Certain Uses", Section 74-152 "Automobile and Truck Sales for New and Used Automobiles." The proposed regulations only applies to automobile dealership located on a site between three-quarter (3/4) and two net acres in the City of Doral.

### Location Map



Information relating to the subject application is on file and may be examined in the City of Doral, Planning and Zoning Department Located at **8401 NW 53rd Terrace, Doral, FL. 33166**. All persons are invited to appear at this meeting or be represented by an agent, or to express their views in writing addressed to the City Clerk, **8401 NW 53rd Terrace, Doral, FL. 33166**. Maps and other data pertaining to these applications are available for public inspection during normal business hours in City Hall. Any persons wishing to speak at a public hearing should register with the City Clerk prior to that item being heard. Inquiries regarding the item may be directed to the Planning and Zoning Department at 305-59-DORAL.

Pursuant to Section 286.0105, Florida Statutes If a person decides to appeal any decisions made by the City Council with respect to any matter considered at such meeting or hearing, they will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for introduction or admission of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals not otherwise allowed by law. In accordance with the Americans with Disabilities Act, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Planning and Zoning Department at 305-59-DORAL no later than three (3) business days prior to the proceeding.

NOTE: If you are not able to communicate, or are not comfortable expressing yourself, in the English language, it is your responsibility to bring with you an English-speaking interpreter when conducting business at the City of Doral during the zoning application process up to, and including, appearance at a hearing. This person may be a friend, relative or someone else. A minor cannot serve as a valid interpreter. The City of Doral DOES NOT provide interpretation services during the zoning application process or during any quasi-judicial proceeding.

NOTA: Si usted no está en capacidad de comunicarse, o no se siente cómodo al expresarse en inglés, es de su responsabilidad traer un intérprete del idioma inglés cuando trate asuntos públicos o de negocios con la Ciudad de Doral durante el proceso de solicitudes de zonificación, incluyendo su comparecencia a una audiencia. Esta persona puede ser un amigo, familiar o alguien que le haga la traducción durante su comparecencia a la audiencia. Un menor de edad no puede ser intérprete. La Ciudad de Doral NO suministra servicio de traducción durante ningún procedimiento durante el proceso de solicitudes de zonificación.

Connie Diaz, CMC  
City Clerk  
City of Doral  
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