



Sokolove/Co-counsel 2011 Significant Verdicts and Settlements

| SETTLEMENT | CASE TYPE | CO-COUNSEL FIRM |
|-------------------------|--|---|
| \$55,568,259 | Mesothelioma and other Asbestos-related diseases | Multiple Co-counsel Firms |
| \$4,424,000 | Cerebral Palsy | The Talaska Law Firm Houston, TX |
| \$3,000,000 | Birth Injury | Lubin & Meyer Boston, MA |
| \$500,000 | Erb's Palsy | Blume Goldfaden Chatham, NJ |
| \$490,000 | Erb's Palsy | Blume Goldfaden Chatham, NJ |
| Confidential Settlement | Nursing Home | Law Offices of Rhonda Hill Wilson Philadelphia, PA |

UNDER INVESTIGATION

Sokolove Law is currently investigating potential litigation and case generation opportunities for injuries/losses arising from the following:

► Chantix®

Currently reviewing claims of adverse cardiovascular events, including heart attack and stroke, linked to the smoking cessation drug Chantix (varenicline).

► Imprelis®

Property damage and economic loss as a result of devastating tree death and loss of vegetation from exposure to DuPont's Imprelis, an herbicide marketed as environmentally friendly.

► Multaq®

We continue to investigate reports of liver and kidney failure associated with Multaq (dronedarone), a drug used to treat non-permanent atrial fibrillation (AFib), or abnormal heart rhythm. The Food and Drug Administration recently warned about an increased risk of serious cardiovascular events and death in study participants receiving the drug for permanent AFib, a use not currently approved.

Call us to discuss these and other opportunities.

Chantix®, Imprelis®, and Multaq® are registered trademarks of Pfizer Inc., DuPont De Nemours & Company, and Sanofi-Aventis, respectively

REFERRING ATTORNEYS

Sokolove Law gladly accepts referral cases for evaluation from all over the country. Our goal is to meet the needs and facilitate the efforts of referring attorneys and their clients. Leverage our nationwide network of best-in-class firms across a variety of case types. If you have an interest in referring a case, please contact us at (800) 309-5003 or visit our sit to complete a form: <http://www.sokolovelaw.com/for-lawyers/referring-attorney>

It's Not Personal, It's Just Business

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back, so the doctor was sent in to persuade her that the dye being used was safe. Under her continued questioning, the doctor finally admitted they didn't want to give her the dye she requested, not because her concerns were unfounded, nor because it wasn't the safest and best dye to use, but because it was more expensive.

It is this mindset that we are fighting against – one that puts profits ahead of people. So in order to make sure that our employees, families, and friends understand how “personal” our work is, we are planning to:

- Screen *Hot Coffee* for all our employees
- Encourage employees afterward to send a link to the film's web site to at least five people and to “like it” on Facebook
- Ask employees to visit the *Hot Coffee* web site to “Take Action” and to consider asking Congress to stand up for patients' rights and oppose the “Help Efficient, Accessible, Low-cost, Timely Healthcare Act of 2011 (H.R. 5), and to support the Arbitration Fairness Act (S. 987 and H.R. 1873)

We urge you to do the same.

1-800-305-4009



SOKOLOVE SUCCESS

SOKOLOVE MEANS SUCCESS. Volume 10, September 2011

It's Not Personal, It's Just Business By Gabriel Miller

It's not personal... It's strictly business. I've always hated that phrase, famously delivered in the film *The Godfather* by Michael Corleone as he explains to his brother Sonny why he wants to kill the men responsible for the failed “hit” on their father, Vito Corleone.



GABRIEL MILLER
General Counsel
Sokolove Law

In my experience, this adage is invariably invoked just before someone does something they know is cold and calculating, if not actually cruel and simply wrong. Those words are always uttered as an excuse, one that implies that the actions we take in business should somehow be judged more leniently than those we take in our personal lives. I don't agree and watching *Hot Coffee* reminded me why.

Hot Coffee is a documentary film that examines the infamous McDonald's coffee case—as well as lawsuits concerning mandatory arbitration and the capping of medical malpractice damages—to illustrate the state of American civil justice. But the film's main thread chronicles what really

happened to Stella Liebeck, the elderly woman who spilled a scalding cup of McDonald's coffee on herself and sued the fast-food giant for the severe burns she suffered. The movie dispels the myths about the Liebeck suit and explores how and why the case was unfairly portrayed to the public as the plaintiffs' bar run amok. Importantly, it also exposes the individuals and organizations behind the misinformation campaign and shows how this cynical effort by big business to discredit Liebeck and her case morphed into a larger political strategy of tort reform, one that included going after judges who weren't “pro-business” enough.

Just watch the scenes where the McDonald's exec calmly talks about the number of customers burned by the company's coffee and see if you don't feel the complete corporate disconnect with the people whose lives had been hurt. For McDonald's, it wasn't personal, it was just business. Then watch a former judge and his family talk about the effect malicious and misleading campaign ads have had on their lives and see how personal “business” can be.

The film is available at HBO On Demand and the DVD is scheduled for release this fall. To learn more, go to www.hotcoffeethemovie.com. Once you see the movie, we urge you to use the film to help fight the ignorance about and prejudice against the work we do. Why should you?

Simply put, it's because what we do to protect access to the civil justice system and to hold people and

companies responsible for the harm they cause matters—and we are under attack. This is not new, but the recent court decisions upholding mandatory consumer arbitration, insulating generic drug manufacturers, the continuing political attacks (and their success) against judges—these all are actions justified as “just business.” We need to fight back and make it personal. For us at Sokolove Law, and we know for all of you, what we do is personal – it's not just business.

How personal? We all have stories about the work we do, but here is one that resonated for me because it happens to people every day. A colleague's spouse went for an MRI. This colleague knew of the dangerous side effects of some MRI dyes, so he advised his wife to request a safe dye for her procedure. She did this. But when she arrived at the appointment, the health staff would not accommodate her request. She pushed

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Co-counsel SPOTlight

At a time when most Texas lawyers shut down their Medical Malpractice practice due to state tort reforms, Bob Talaska became more committed to helping his youngest clients and their families get their day in court.

Talaska has a strong personal commitment to helping injured children and focused his Houston law firm on birth injury and birth trauma cases. For him, tort reform is just another hurdle on the way to winning complicated cases that require highly skilled litigation, significant firm resources and expert knowledge of medical science.

Despite tort reform, Talaska has had continued success, including two record settlements with large private hospitals.

The Talaska Law Firm Houston, TX

"With tort reform it is more challenging to maximize every family's recovery. We know how to do that."

Talaska served as National Chairman of AAJ's Birth Trauma Litigation Group and is Program Director for the International Symposium on Birth Trauma Law in Amsterdam.

Talaska joined the Sokolove Birth Injury network in 2006. "I quickly realized the quality and professionalism that Sokolove offered," Talaska says. "They are genuinely interested in helping the clients and in building a long-term quality relationship between our firms."

Today, The Talaska Law Firm is one of Texas' premier medical malpractice firms,



ROBERT J. TALASKA
Founding Partner

recovering millions of dollars in judgments and settlements for children who were victims of medical negligence.

"Bob Talaska and his team bring tremendous skill and compassion to the task of winning justice for our youngest clients," says Jim Sokolove. "Our partnership is a source of pride and success."

Contributing Editor

A Look at In Force Structured Settlements *By William J. Skyrms*

Here's a fact that may surprise you: Did you know that 47 states have passed laws to assist consumers who are seeking liquidity from structured settlements?

Structured settlements have been a useful tool for both plaintiff and defense bars since Congress passed Internal Revenue Code (IRC) Section 104 in 1983, which conferred tax-free status on legal settlements involving compensation for injuries or sickness. Structured settlements involve the establishment of an annuity that often pays out settlement proceeds according to a fixed schedule in monthly payments or lump sums often spanning 10, 20, or 30 years.

Over the years a secondary market developed to provide personal injury plaintiffs with a liquidity option for their future settlement payments when life changes. While this liquidity option is not appropriate for everyone, there are unforeseen changes in circumstances where a long-term settlement ceases to provide for the current life needs of its recipient. This is often the case when funds are needed for a down payment on a house, to start a new business, or to pay for the college tuition of a child.

Fortunately Congress responded in 2002 with the passage of IRC 5891, which confirmed that liquidating a structured settlement will not impact the tax-free nature of the payments as long as the transaction conforms to applicable

state law. To date 47 states have passed statutes based on the Model Structure Settlement Protection Acts (MSSP). The MSSP requires a judicial finding that the sale of the structured settlement payments is in the best interest of the consumer.

In recent years, a robust marketplace has developed that allows consumers to obtain competitive pricing from multiple companies for the sale of future payments from a structured settlement. Discount rates have dropped dramatically since the inception of regulation, which led to institutional financing of the asset class.

Consumers seeking liquidity for their structured settlement typically contact their settling attorney for assistance with these transactions. In my experience, those clients who do work through their attorney end up with the best pricing for their sale and are able to structure a transaction that appropriately serves a change in life circumstances.

William J. Skyrms, Esq. is a principal with CBC Settlement Funding, LLC, a leader in the structured settlement finance industry. Skyrms is also the co-author of a judicial bench book called *A Guide to the Transfer of Structured Settlement Annuities (2004)*, published by the National Association of Women Judges (NAWJ). Please direct any inquiries to bskyrm@cbcsettlementfunding.com or call (215) 542-2130.

Campaign Highlight

New Sokolove Law Site Enhances Competitive Edge

It's hard to improve upon success. But that's exactly what Sokolove Law did with the recent relaunch of SokoloveLaw.com, its flagship website and the centerpiece of its winning online strategy.

The Sokolovelaw.com project was challenging. The new site needed to be rebuilt from the ground up to execute on our vision of a name-brand website that would improve lead quality, capture, conversion, and transfer for our co-counsel while also yielding a faster and more satisfying experience for the online visitor. To achieve those goals, our digital marketing team began work last summer to take the site's performance to the next level for our co-counsel partners and our prospective clients.

To upgrade the Sokolove Law experience and to make the site perform better for co-counsel, visitors, and search engines, the team improved its design, organization, and technical infrastructure. Key enhancements include:

- Consolidating our consumer websites onto the new site, including Meso Lawyers, ChildRC, SSDI, Stockbroker, Bad Faith, Nursing Home, Med Mal, Pharma, and Product Liability
- Displaying the new site and its pages faster so our pages rank higher in search (results in more traffic)
- Improving navigation to help consumers find what they want more quickly



- Allowing web forms to be centrally managed for improved reliability, efficiency, testing, and better reporting

In addition, the site's new "For Lawyers" area makes it easier than ever for co-counsel to pursue opportunities with Sokolove Law that align with practice and business goals. A new contact form lets you quickly share your ideas with us so we can help translate them into cases; streamlined site navigation showcases existing campaign opportunities and how growing firms use our expertise to expand their business.

Early evidence shows that the new site's approach is already translating into success for Sokolove Law and its co-counsel firms. Following the March relaunch, we saw an immediate improvement in overall site performance including organic traffic and lead volume, and we will continue to monitor and learn from these developments as the year progresses.

Take a moment to experience the new website yourself at: www.sokolovelaw.com.

MEET MARGARET RASO, ASBESTOS PARALEGAL



MARGARET RASO
Asbestos Paralegal

Compassion, patience, empathy, and dedication. Those qualities—coupled with strong customer service skills—are what make Asbestos Paralegal Margaret Raso so effective in her work with Sokolove Law's prospective mesothelioma clients.

When these potential clients call, their first Sokolove Law contact is with Margaret or another of our experienced team of mesothelioma paralegals. This group is responsible

for speaking to future clients about the dangers of asbestos and explaining how we and our co-counsel may be able to help obtain justice for them or a loved one.

Of her work, Margaret says, "I speak daily with potential mesothelioma clients and explain that we litigate against the makers of asbestos products and that we work with our co-counsel on these claims. I also work closely with their families. I have a great deal of passion, patience, and empathy for the work that I do."

It's not just about empathy. Asbestos paralegals are also responsible for analyzing data gathered from calls with prospective clients to determine if a potential claim meets the case criteria. They also identify new initiatives or revised processes to benefit clients and co-counsel.

A graduate of the University of Massachusetts and Boston University Center for Adult Education (Paralegal Certificate) Margaret started at Sokolove Law in January 2009 in a temporary position and was hired permanently in May 2009.