



## Sokolove/Co-counsel 2011 Significant Verdicts and Settlements

SETTLEMENT	CASE TYPE	CO-COUNSEL FIRM
\$50,812,785	Mesothelioma and other Asbestos-related diseases	Multiple Co-counsel Firms
\$9,880,000	Medical Malpractice	Lubin & Meyer Boston, MA
\$2,800,000	Birth Injury	Lubin & Meyer Boston, MA
\$2,516,085	Cerebral Palsy	Donahue & Horrow El Segundo, CA
\$725,000	Erb's Palsy	Henry Spiegel & Milling Atlanta, GA
\$500,000	Medical Malpractice	Lubin & Meyer Boston, MA
\$400,000	Birth Injury	Donahue & Horrow El Segundo, CA
\$300,000	Nursing Home	Law Offices of David Hoey N. Reading, MA
Confidential Settlement	Erb's Palsy	The Graham Law Firm Florence, SC
Confidential Settlement	Nursing Home	Bailey & Oliver Bentonville, AR

## UNDER INVESTIGATION

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

### ► Clomid®

Currently reviewing cases of serious birth defects, including septal heart defects, associated with maternal use of the fertility drug Clomid (clomiphene).

### ► Propecia®

We continue to evaluate claims of male breast cancer, long-term sexual dysfunction, and cognitive impairment in men who use the prescription hair loss treatment Propecia (finasteride).

### ► Avastin®

Serious side effects associated with use of the cancer therapy Avastin (bevacizumab), including reports of eye damage and vision loss as a result of eye injections with contaminated batches of the drug, when used off-label to treat macular degeneration.

### ► Pradaxa®

Currently investigating reports of bleeding-related adverse events, including reports of stroke and fatal internal hemorrhaging in patients taking the oral anticoagulant Pradaxa (dabigatran).

Clomid®, Propecia®, Pradaxa® and Avastin® are registered trademarks of Sanofi-Aventis U.S., Merck & Co., Boehringer Ingelheim Pharma GmbH and Co. KG and Genentech USA, respectively.

## CO-COUNSEL OPPORTUNITIES

Join Our National Campaigns  
Targeting: Securities Fraud  
Claims and Qui Tam Claims

### Securities Fraud Campaign

One of our longest-running campaigns, which has generated gross fees of over \$11 million for our co-counsel firms, the Securities Campaign targets a variety of claims associated with securities and stockbroker fraud. We have also launched more tailored campaigns targeting individual mutual funds, tax shelters, and exchange traded funds.

### Qui Tam Campaign

The Qui Tam campaign is fairly new, yet has produced very promising results. Industries and types of claims targeted include:

- Financial: SEC Trading, Tax Fraud
- TARP Fraud
- Pharmaceutical Manufacturing
- Military/Defense
- Medicare/Medicaid Fraud

To learn more about these campaigns, please call us at 1-800-305-4009.

## 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 1-800-305-5002 or visit our site to complete a form:

[www.sokolovelaw.com/for-lawyers/referring-attorney](http://www.sokolovelaw.com/for-lawyers/referring-attorney)

1-800-305-4009



# SOKOLOVE SUCCESS

SOKOLOVE MEANS SUCCESS. Volume 11, December 2011

## Sokolove Launches Digital Agency d50 Media

Sokolove Law has long been a legal marketing innovator, one that helped to reinvent how people obtain legal services. Now the firm that dove into legal television advertising and social



JEFF SELIG  
Director of Strategy, d50 Media

media is shaking things up again with the launch of its new digital marketing agency, d50 Media.

"As brands continue to embrace digital marketing, d50 Media is here to lead the way with best-in-class marketing and digital services," says Jeff Selig, d50's director of strategy.

The new agency is led by Sokolove CEO Mike Skoler and COO Jay Haverty. Team leaders Selig and Technology Director Chuck Haggerty manage d50's operations and build out of its marketing capabilities, infrastructure, and culture. The agency serves Sokolove Law and a growing roster of clients.

Digital lead generation is at the heart of d50's core competencies – and a key to growing the business of Sokolove's co-counsel firms. If you find your new business goals from digital marketing falling short, it's time to revisit your

paid search strategy. Selig suggests co-counsel looking to change paid search agencies ask vendors the following questions.

### How do you test and measure results?

Paid search advertising must be tied to the goals of your website. If your website's purpose is to generate leads, those leads must be connected back to specific key phrase advertisements to measure results – only then can they be properly optimized for better performance.

There are many tools available that allow you to trace each conversion back to a specific user action, whether it's to a search engine via a tracking URL or to an offline opportunity. Trying to use such tools on your own (or through an inexperienced agency) to maximize your results in this ultra-competitive landscape is like putting a suburban hybrid driver in the cockpit of a race car at the Indie 500 and expecting a win. d50 Media expertly employs a wide range of tools in tracking and web analytics that optimize online advertising efforts to drive conversions.

### What is the highest monthly advertising spend you have managed on paid search?

Many agencies and search engine marketing vendors have never managed large budgets with search engines. If you have budgeted large amounts for paid search (or expect your budget to grow), look for an agency which has managed monthly budgets in excess of \$50,000. d50 Media manages monthly paid search

budgets for individual clients well into the seven figures per month.

### Do you offer services beyond paid search management?

At the most basic level, managed paid search campaigns involve built-in bid optimization and reporting. Search engine marketing specialists can build keywords lists, write optimized ad copy, set and adjust bids, create unique landing pages and report results. For small advertisers, this singular focus on paid search campaigns can yield impressive results and provide a significant improvement over a do-it-yourself approach. Other tactics within a complete online marketing strategic plan can work together to amplify the benefits of paid search and boost profitability overall.

Partner with a single agency that can effectively strategize and execute an online marketing plan that includes a suite of Internet marketing tactics working in concert. It will not only allow for economies of scale, but will provide the ability to integrate your messaging and optimize results across online and offline channels.

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## Co-counsel SPOTlight

When John Simmons approached Jim Sokolove a decade ago to work together, he was a young man who had just started his law firm with a big dream: to succeed in his fight on behalf of mesothelioma victims. With his staff of seven, Simmons was ready to take on the world. And take it on, he did.

Today, Simmons Browder Gianaris Angelides & Barnerd, as his firm has come to be called, is a leader in mesothelioma litigation. It has obtained some of the largest settlements in this area, including one for \$250 million on behalf of an Indiana steelworker. In total, it has fought for and won almost \$2.5 billion in settlements from Sokolove-generated cases alone.

With its headquarters in Alton, Ill., the firm has offices in Chicago, St. Louis, and

### Simmons Browder Gianaris Angelides & Barnerd Alton, IL

Los Angeles and a staff of 200. In addition to its asbestos litigation success, the firm has emerged as a national leader in pharmaceutical litigation. Led by partner Trent Miracle, the firm plays a leadership role in multiple national mass torts, serving on the steering committees for Yaz,<sup>®</sup> Darvocet,<sup>®</sup> Chantix<sup>®</sup> and DePuy.

"Our time and attention has always been on our clients. Working with Jim's group has allowed us to stay focused on what we do best," says Simmons.

When it comes to mesothelioma and finding a cure, Simmons puts his money where his mouth is. The firm donated over \$10 million to build the Simmons Cancer Institute on the campus of Southern Illinois University in Springfield. In total, donations of over \$20 million have been made to cancer research, including mesothelioma



JOHN SIMMONS  
Founding Partner

research, through the firm's support of the Simmons Mesothelioma Foundation, the Mesothelioma Applied Research Foundation and the Asbestos Disease Awareness Organization.

*Yaz,<sup>®</sup> Darvocet,<sup>®</sup> and Chantix<sup>®</sup> are registered trademarks of Bayer Healthcare Pharmaceuticals Inc., Xanodyne Pharmaceuticals Inc., and Pfizer Inc., respectively.*

#### Contributing Editor

### Outlook 2012: What's at Stake if You're a Trial Lawyer *By Linda Lipsen*

You work hard every day for your clients. They rely on you to help them through difficult times, and you give them your commitment to achieve results.

In 12 months we will know the results of the elections for President of the United States and the U.S. House and Senate. Your commitment and focus as we head toward November 2012 will make all the difference toward achieving the results that will enable you to continue your practice and help your clients.

We need trial lawyers across the country to speak with a collective, unified voice — through AAJ — the only national organization dedicated to the protection of the civil justice system and 7th Amendment rights.

While you have helped your clients, AAJ has defeated repeated attempts to enact regulatory defenses, eliminate joint and several liability, cap damages in drug liability cases, limit compensation for asbestos-related injuries and medical malpractice victims, and other so-called "reforms." In 2011 alone, more than 50 bills in the U.S. Congress have included anti-civil justice elements.

Trial lawyers are always in the crosshairs of big business and insurance, and our foes continue to raise money at an alarming rate. In 2010, for example, the U.S. Chamber of Commerce spent \$132 million in lobbying for its issues, the American Medical Association spent \$23 million, the Pharma industry spent \$22 million -- and AAJ spent \$4 million.

Everyone at AAJ takes great pride in fighting on your behalf. We have prevailed because we have the truth on our side, but the work is fierce and uphill.

Many of you have been AAJ members for years—decades even—and I deeply appreciate your commitment. For those of you on the fence, I hope you will seize the opportunity presented by the upcoming election year.

Be inspired to join AAJ because of the great work you have been able to do and the results you have been able to achieve for your clients. You have the power to ensure that the system remains strong in 2012 and decades beyond.

*Linda Lipsen is CEO of the American Association for Justice.*

#### Campaign Highlight

### Qui Tam Campaign Capitalizes on Market Shift

Sokolove Law's constant tracking of business and legal developments means we're always poised to help co-counsel take action as new case types emerge. But it also means we're always ready to generate new opportunities for co-counsel as current case types undergo changes in legislation or litigation.

Our successful Qui Tam campaign is a perfect example of our ability to swiftly read and respond to changes in the marketplace. Sokolove has run Qui Tam campaigns before. However, in mid-2010 the enactment of the Dodd-Frank Wall Street Reform and Consumer Protection Act expanded the original protections of the False Claims Act. The new law also created more awareness and opportunity for relators (or whistleblowers), particularly in the securities industry.

Sokolove Law quickly capitalized on this market change. In September 2010, we launched a Qui Tam campaign funded by co-counsel to capitalize on the burgeoning whistleblower activity. The year-long national campaign employed TV, radio, and web advertising to generate hundreds of qualified leads for our co-counsel. Media was targeted to specific industries that included Healthcare, Government, Telecom and Financial.

Reaching the mindset of the whistleblower was our primary objective. Our research indicated there are several different motivators — from the Opportunist to the Patriot — that cause



relators to take action. To reach these varied audiences, our communications first addressed the whistleblower's mindset before layering in industry specific messaging.

As the campaign progressed into 2011, consumer awareness of Qui Tam opportunities declined and competition increased. So Sokolove shifted gears with the campaign's media and messaging to increase awareness and prompt response. Our Qui Tam case managers were trained extensively to handle the security concerns of our prospective clients, and to obtain as much information as possible to provide screening for co-counsel.

By the end of the campaign in September 2011, we delivered more than 200 qualified leads to our co-counsel from many of the targeted industries — Healthcare, Government, Telecom and Financial.

#### Operations Update

### Co-counsel Portal to Enhance Campaign and Lead Reporting

We are excited to announce the upcoming launch of our latest service initiative, the Sokolove Law co-counsel portal. The portal is an interactive web-based tool that will provide our co-counsel firms with relevant campaign and lead information, as well as enable firms to provide information to Sokolove Law.

The main goal of the portal is to make communication efforts between our firms easier and more effective regarding case inventory and status, campaign performance, and more. Here are just some of the portal's highlights:

- The portal is a secure site, so all the information contained in it is protected. Each co-counsel firm will be given a unique login id and password.

- Users can access the portal 24/7 via any web browser or directly from Sokolove Law intake emails.
- The portal provides a full inventory of all leads Sokolove has referred to each co-counsel. This includes all active and inactive leads. Users have the option to filter, search and export the lists.
- The portal enables co-counsel to submit status updates and other information directly back to Sokolove Law.

Sokolove Law will be introducing the portal to our co-counsel firms over the next few months and will share more details about this exciting new tool as it prepares for launch during the first quarter of 2012.