



## Sokolove/Co-counsel 2012 Significant Verdicts and Settlements

AMOUNT	CASE TYPE	CO-COUNSEL FIRM
\$66,600,000	Mesothelioma and other Asbestos-related diseases	Multiple Co-counsel Firms
\$5,975,000	Cerebral Palsy	The Talaska Law Firm Houston, TX
\$2,000,000	Auto Accident	Childers Schlueter & Smith Atlanta, GA
\$2,000,000	Failure to Diagnose Cancer	Lubin & Meyer Boston, MA
\$1,750,000	Medical Malpractice	Donahue & Horrow El Segundo, CA
\$850,000	Boating Accident	Peter M. Iascone & Associates Newport, RI
\$675,000	Medical Malpractice	The Graham Law Firm Florence, SC
\$650,000	Medical Malpractice	Donahue & Horrow El Segundo, CA
\$450,000	Auto Accident	The Hart Law Firm Colleyville, TX
\$300,000	Nursing Home	Davis & Crump Gulfport, MS

## UNDER INVESTIGATION

Sokolove Law is investigating potential litigation and case generation opportunities for:

### ► DMAA

Reports of cardiovascular adverse events, liver and kidney damage, and sudden death linked to dimethylamylamine (DMAA), a dangerous stimulant contained in some workout-boosting and weight-loss supplements.

### ► Antibiotics and Retinal Detachment

Currently investigating claims of retinal detachment related to the use of commonly prescribed antibiotic drugs such as Levaquin,<sup>®</sup> Cipro,<sup>®</sup> Avelox,<sup>®</sup> and others in this class.

### ► Data Breach

Litigation on behalf of individuals who have suffered financial or other harm resulting from the loss or compromise of their personal information.

### ► Diabetes Drugs and Cancer

Currently investigating claims of pancreatic and other cancers related to the use of certain Type 2 diabetes drugs including Januvia,<sup>®</sup> Byetta,<sup>®</sup> and Victoza<sup>®</sup>.

Call us to discuss these and other opportunities.

Levaquin,<sup>®</sup> Januvia,<sup>®</sup> Byetta,<sup>®</sup> and Victoza<sup>®</sup> are registered trademarks of Ortho-McNeil-Janssen Pharmaceuticals Inc., Merck & Co., Amylin Pharmaceuticals Inc., and Novo Nordisk A/S, respectively. Avelox<sup>®</sup> and Cipro<sup>®</sup> are registered trademarks of Bayer AG.

## CO-COUNSEL OPPORTUNITIES

### Join our 2012-2013 National Networks

Do you want to grow your Birth Injury and/or your Nursing Home case load? Then join one of Sokolove Law's national networks. Participation is available on a state-by-state basis and as one of our contributing co-counsel firms you receive all leads generated through the marketing campaign(s) for your territory.

The 12-month time frame ensures you cumulative media frequency and optimal ad exposure with TV being the primary medium with a focus on national cable: Proven high performing stations, time slots, and effective programming.

Campaign dates:  
June 25, 2012–June 30, 2013

### Birth Injury/Medical Malpractice Campaign

States available include: Arizona, Arkansas, Georgia, Michigan, Minnesota, Mississippi, North Carolina, Oregon, and Washington

### Nursing Home Neglect & Abuse

States available include: Colorado, Indiana, Kansas, Michigan, Oregon, Texas, Virginia, and Washington

Call us today at 800-305-4009 to find out if your state is available and how to join.

1-800-305-4009



# SOKOLOVE SUCCESS

SOKOLOVE MEANS SUCCESS. Volume 13, June 2012

## The Case for Client Referrals

Do you have a complex case or a client whose needs fall outside your primary practice area? If so, look no further than Sokolove Law. Receiving a case referral is the ultimate compliment for a law firm and we consider it an honor to assist you in providing the best representation for your clients.



MICHAEL J. SKOLER  
Chief Executive Officer  
Sokolove Law

We know that there are many law firms out there eager to help you with your cases. So why should you choose Sokolove Law? For more than 30 years, Sokolove Law has had a successful track record of working with referring attorneys and successfully assisting clients just like yours.

"In accepting case referrals, our goal is to meet the needs and facilitate the efforts of referring attorneys and their clients," says Sokolove CEO Mike Skoler. "We understand that every client

and each potential claim is unique and we know you want to achieve the best results for your clients."

Sokolove Law knows that the best results come from client-focused collaboration and a joint mission to achieve results. We have forged many long-term relationships with lawyers and firms throughout the country and can provide referring attorneys with instant access to outstanding legal representation and expertise. With one phone call, you can connect to hundreds of top attorneys across a variety of case types.

But that's not all. When you trust Sokolove with your client, you also get:

**A nationwide network of best-in-class firms:** Sokolove Law has successful partnerships with 400+ co-counsel firms whose experience runs deep. If you have a case that falls outside your practice, there's a strong chance we have firms that specialize in that case type.

**Thoroughly vetted co-counsel firms:** To ensure your peace of mind, we have conducted due diligence and vetted each and every one of our co-counsel firms to provide you access to some of the best trial attorneys in the country.

**A wide variety of case types, including:** Birth Injury, Consumer Fraud, Dangerous Drugs, Medical Devices, Mass Torts, Medical Malpractice, Mesothelioma, Nursing Home, Securities Fraud, and Wage & Hour, to name a few.

**Ease of tracking:** With Sokolove Law you'll never need to worry about your fee. We offer a favorable split and track all our referred cases to make sure you get the fee you deserve.

**The prospect of a larger settlement:** Sokolove Law has an established track record of achieving exceptional results from referred cases. Case in point: we consistently win higher settlements for mesothelioma case referrals. A higher settlement not only provides your client with more compensation for their injury, it also increases your firm's take-home percentage on a referred case.

Referring a client is an important decision. At Sokolove Law, we strive to be transparent in how we work with referring attorneys. We are easy to work with and happy to discuss referral arrangements with the goal of ensuring a mutually beneficial relationship. Contact Sokolove Law today to learn more about how we can help you achieve the best legal outcomes for your clients.

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## Partnering with Sokolove Law

At Sokolove Law, we understand that time is your most precious asset. That's why we make participation in our national networks and campaigns effortless. We focus on optimizing your firm's productivity through marketing,

which leaves you free to maximize its success through litigation. No matter what part of your practice you want to grow, we can create a custom solution for you. Here is how it typically works:

	NATIONAL NETWORKS	NATIONAL CAMPAIGNS	LOCAL CAMPAIGNS
<b>Case Types:</b>	<ul style="list-style-type: none"> <li>Nursing Home</li> <li>Birth Injury/Med Mal</li> <li>Other case types conducive to state-by-state participation</li> </ul>	<ul style="list-style-type: none"> <li>Mass Torts/Class Actions</li> <li>Securities Fraud</li> <li>Business Torts</li> <li>Consumer Fraud</li> </ul>	<ul style="list-style-type: none"> <li>Mass Torts</li> <li>Nursing Home</li> <li>Birth Injury/Med Mal</li> <li>Auto, Workers' Comp., General Liability</li> <li>Wage &amp; Hour</li> <li>See National Campaigns</li> </ul>
<b>Participation:</b>	On a State-by-State basis	National	State or Regional
<b>Exclusivity:</b>	All leads generated in your territory	Either all leads generated nationally or, if multiple firms, equal share of leads generated based on lead quality	All leads generated in the predetermined territory
<b># of Firms Participating:</b>	35-70 in each network	1-4 nationwide	1-2 per state/region
<b>Prorated Marketing Investment:</b>	Prorated share of overall budget	Equal share of overall budget	Dependent on media used and duration of campaign
<b>Duration:</b>	12 months	Dependent upon volume of cases desired and overall budget	Determined with co-counsel

## Co-counsel SPOTlight

### Donahue & Horrow El Segundo, CA

California is a difficult state in which to practice medical malpractice law but you wouldn't know that by looking at the results achieved by the attorneys at Donahue & Horrow in El Segundo.

While other medical malpractice firms may struggle to keep the doors open, Donahue & Horrow is flourishing and helping many victims of medical negligence get the compensation they deserve. Despite a state cap on non-economic damages and a limit on attorneys' fees, partner Tom Donahue says that "there are good cases to pursue here that have substantial economic damages, such as birth injury and brain injury malpractice cases."

Donahue & Horrow has participated in the Sokolove Birth Injury Campaign since 2007. In that time, Donahue and his team have recovered over \$20 million on behalf of Sokolove referrals alone.

"Working with Sokolove Law has been an integral part of the success of Donahue & Horrow, LLP," says Donahue. "The leads are voluminous, pre-screened and of high quality. The members of the Sokolove Law team are extremely professional, diligent, and very knowledgeable about marketing and advertising for the exact type of cases that our firm seeks."



**TOM DONAHUE** Co-founder  
**MIKE HORROW** Co-founder

Besides medical malpractice, the firm also handles bad faith cases that are spearheaded by partner Mike Horrow.

"Donahue & Horrow's success in winning justice and compensation for clients in California's challenging legal environment is a testament to the firm's professionalism, hard work, and focus on case selection," says Mike Skoler, CEO of Sokolove Law.



## Meet Our Quality Assurance Managers

Sokolove Law's Quality Assurance Managers (QAMs) serve as the primary liaison between our firm and our co-counsel. Take a moment to get to know our team.

**Alyse Ahern** (Pharmaceutical) joined Sokolove in April 2008. She graduated from the University of Massachusetts-Amherst and has her Paralegal Certificate.

**Carolyn Aiello** (Asbestos) is a graduate of Salve Regina University with a degree in Administration of Justice. She has been with Sokolove for two-and-a-half years.

**Senior QAM Charles Dolan** (Birth Injury, Medical Malpractice, Nursing Home) joined Sokolove Law in 2004. Dolan was a title examiner for a real estate law firm and worked for U.S. Senator Edward Kennedy. He majored in Political Science at Providence College.

**Melissa Fabiano** (Pharmaceutical) has been with the firm three years and is our newest QAM. She has undergraduate and graduate degrees in Criminal Justice.

**April Ko** (Social Security Disability, Wage & Hour) has been with Sokolove Law for two years. She was an Economics major at NYU and studied in both Paris and Hong Kong.

**Kim Marceau** (Asbestos) just celebrated her two-year



Standing (L to R): Melissa Fabiano, Jessica Rodrigues, Charles Dolan, Carolyn Aiello, Isabel Stewart  
Seated (L to R): Alyse Ahern, Kim Marceau, April Ko

anniversary here. She majored in Criminal Justice at Fitchburg State College and plans to take the LSAT this month.

**Senior QAM Jessica Rodrigues** (Pharmaceutical, Bad Faith Insurance Disability) will celebrate her five-year anniversary with us this fall. She is a graduate of Mount Holyoke College.

**Isabel Stewart** (Auto, Workers' Compensation, General Liability) joined the QAM team in February but has been with Sokolove for seven years. She has a nursing degree from Framingham State College.

### Contributing Editor

## Helping Clients Out of the Financial Crunch *By William J. Skyrms*

American consumers face an uphill battle as they struggle to provide their families with basic necessities taken for granted by prior generations. Affording college tuition or the family home is now at risk due to the increase in unemployment and decrease in consumer lending.

However, this doesn't have to be the case. Consumers who receive a structured settlement from a successful personal injury lawsuit have the option to sell some or all of their payments at any time in the future. It's not hard to see why they might choose to do that.

The consumer protection legislation around structured settlement sales has improved the rates offered by settlement buyers. It is not uncommon to see discount rates in the high single digits or low double digits in today's marketplace. Additionally, regulations require that a judge approve the transaction to ensure that the sale is in the best interest of the seller taking into account the welfare of any dependents.

Consumers who seek to sell a structured settlement typically turn to their settling attorney for assistance with this transaction. In our experience, clients who do this end up with competitive pricing and are able to structure a transaction that best meets their needs. This is where you, as legal counsel, can guide your client to the decision that's right for them.

Working with a company that specializes in buying structured settlements can help you get money into the hands of your clients faster. But not all settlement buyers are created alike. CBC Settlement Funding has a strong reputation and we frequently work with attorneys and other independent advisors. CBC will work with you to ensure the best transaction for your client.

*William J. Skyrms, Esq. is a principal with CBC Settlement Funding, LLC, a leader in the structured settlement finance industry. Please direct any inquiries to bskyrms@cbcsettlementfunding.com or call (215) 542-2130.*