



## Sokolove/Co-counsel 2010 Significant Verdicts and Settlements

| SETTLEMENT   | CASE TYPE                                         | CO-COUNSEL FIRM                             |
|--------------|---------------------------------------------------|---------------------------------------------|
| \$83,000,000 | Mesothelioma and other Asbestos-related diseases  | Multiple Co-counsel Firms                   |
| \$4,000,000  | Birth Injury                                      | Lubin & Meyer<br>Boston, MA                 |
| \$2,000,000  | Medical Malpractice                               | Lubin & Meyer<br>Boston, MA                 |
| \$1,250,000  | Medical Malpractice<br>Failure to Diagnose Cancer | Lubin & Meyer<br>Boston, MA                 |
| \$950,000    | Erb's Palsy                                       | Blume Goldfaden<br>Chatham, NJ              |
| \$600,000    | Securities Fraud                                  | Oakes & Foshier<br>St. Louis, MO            |
| \$537,500    | Erb's Palsy                                       | Koskoff, Koskoff & Bieder<br>Bridgeport, CT |
| \$500,000    | Erb's Palsy                                       | Lubin & Meyer<br>Boston, MA                 |
| \$350,000    | Nursing Home                                      | McNulty Law Firm<br>Los Angeles, CA         |
| \$207,500    | Nursing Home                                      | McNulty Law Firm<br>Los Angeles, CA         |

## UNDER INVESTIGATION

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

### ► Multaq®

Serious liver damage, including liver failure leading to transplantation, linked to the antiarrhythmic drug Multaq (dronedarone).

### ► Wright Medical Profemur Hip Implant

Medical Profemur Total Hip System components necessitating subsequent revision surgery.

In a follow up to our Spring 2010 newsletter, we also continue to monitor claims of injury from early failure of metal-on-metal hip implants like the DePuy ASR and DePuy Pinnacle hip replacement systems.

### ► Epilepsy Drugs and Fractures

The potential risk for hip, wrist, and vertebral fractures associated with the use of certain anti-seizure medications including Tegretol® (carbamazepine), Klonopin® (clonazepam), Neurontin® (gabapentin), and Dilantin® (phenytoin).

Call us to discuss these and other opportunities.

Multaq® is a registered trademark of Sanofi-Aventis. Tegretol® and Klonopin® are registered trademarks of Novartis Corp. and Hoffmann-La Roche Inc., respectively. Neurontin® and Dilantin® are registered trademarks of Pfizer Inc.

Please note our new address:

93 Worcester Street, Suite 101, Wellesley, MA 02481

## WHATEVER YOUR NEEDS, SOKOLOVE CAN HELP

### Have an Idea?

Sokolove Law can help you transform your ideas into cases. If you've had success with a particular case type or practice area and believe that your success is scalable, let us know. If you recognize a potential opportunity and believe there is a repeatable fact pattern, call us. We'll evaluate the viability of a potential campaign, help you determine if it could be effective, and develop a multi-channel marketing plan ready to execute.

### Need a Lead Plaintiff?

If you're looking for a lead plaintiff for a consumer fraud, product liability, securities, or other class action, Sokolove Law may be able to help. We understand the sensitive nature of such investigations, and can develop a targeted, "under the radar" campaign providing you with first-mover advantages.

### Need More Cases?

If you've identified a case you'd like to pursue, and want a leadership role in its litigation, numbers matter. Over the past year, we launched numerous campaigns for YAZ®, Reglan®, Darvocet® and DePuy, to name a few, and signed thousands of cases for our co-counsel firms. When quantity and quality matter, call us. We will customize a multi-channel campaign to get the most for your marketing investment—we'll market, qualify, and sign your cases while you're free to concentrate on the litigation.

Sokolove Law is ready with the help you need to build your business. Call us at 1-800-305-4009 to learn how we can help you generate more opportunities for your firm.

YAZ®, Reglan®, and Darvocet® are registered trademarks of Bayer Healthcare Pharmaceuticals Inc., Schwartz Pharma, Inc., and Xanodyne Pharmaceuticals Inc., respectively.

1-800-305-4009

SokoloveSuccess.com



# SOKOLOVE SUCCESS

SOKOLOVE MEANS SUCCESS. Volume 8, February 2011

## Bucking the Trend: A Look Back on 2010

With companies continuing to hunker down in the touch-and-go economic climate, self-preservation was a key business theme in 2010. But as other businesses were implementing hiring freezes and budget cuts, Sokolove Law was gaining steam in every facet of its operations, achieving the second-highest revenue totals in the firm's history. What made it possible?



MICHAEL J. SKOLER  
Chief Executive Officer  
Sokolove Law

"We essentially strengthened the operation from every angle to better serve the needs of our co-counsel," says Sokolove Law CEO, Mike Skoler. "From a marketing perspective, we took a lot of work in-house and built best-in-class digital capabilities. Operationally, we focused on being able to handle higher volumes of calls and improving our signup capabilities using a technology

platform that provides better speed, accuracy, and analytical capabilities."

Increasing efficiency was a major goal in 2010, underscored by a number of technological and procedural enhancements designed to provide unparalleled service both to prospective clients and co-counsel firms.

One of the most notable improvements involved migrating to an electronic "packet process" – the process of converting a lead to a signed case. The entire signup process can now be completed electronically, including client signature, which has significantly reduced the initial contact-to-opened-case timeframe and improved the overall packet return rate by 17%.

Sokolove Law also upgraded its core CRM (customer relationship management) system in 2010, which allows for tighter tracking of case leads and improved communication between the firm and its co-counsel.

This was accompanied by the implementation of a new content management system (CMS) to allow the digital marketing team to respond quickly to a fast-changing legal landscape through more streamlined content creation, and the swifter launch and management of the numerous product-specific web sites.

The technological advances achieved by Sokolove Law helped fuel rigorous activity on the campaign front. The firm ran 72 unique campaigns in 2010, a 16% increase over 2009 that drove 19% more leads across the board.

Says Marc Stern, Vice President of Business Development: "We saw a great deal of event-driven activity this year, with recalls of Toyotas, DePuy Hips, and Darvocet®, to label changes on popular drugs such as Avandia®, in addition to continued strong demand for high-quality medical malpractice and nursing home abuse claims. At the same time, we've expanded into other areas, including more class-action work. Increasingly, firms are recognizing that in order to truly compete and capitalize on opportunities, they need to leverage proven experts such as Sokolove Law, and put them to work for them."

According to Stern, the firm's unwillingness to rest on its laurels has enabled it to nurture its existing co-counsel relationships while doubling the number of new affiliates brought on board. "It's a matter of asking ourselves, 'How can we do more for our

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Darvocet® and Avandia® are registered trademarks of Xanodyne Pharmaceuticals Inc. and GlaxoSmithKline, respectively.

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co-counsel in the most cost-effective manner possible? We're relentless in our pursuit of generating high-quality, cost-effective leads, operating at a more efficient pace, and delivering more of what co-counsel are looking for."

So what's in store for 2011? In addition to continuing to identify new and efficient pools of demand for our co-counsel firms, Sokolove Law will introduce a robust new tool that will allow co-counsel firms to view, manage, and track leads with more precision and speed. It will also enable co-counsel to provide vital feedback to the firm on the quality of the leads they're receiving.

At the end of the day, says Stern, it's all about giving co-counsel a better return on their marketing investment and

improving the quality of the relationship. "Our revenue model is consistent with theirs. When they benefit, we benefit. Our goal is to increase their likelihood of success, freeing them up so they can focus on litigation."

To accomplish this, Sokolove Law will stay the course in the year ahead. It will continue to focus on making it easier for co-counsel to do business with the firm—by improving its intake process, making key information more accessible, developing customized campaigns and, most importantly, by listening and responding to the needs of co-counsel.

"We're constantly trying to improve our understanding of each individual firm, how they work, the types of cases they

seek, and how they want to grow from here," says Stern. "These conversations and our capabilities allow us to help our co-counsel develop their ideas—and then translate those ideas into real success."

### EVENTS & HIGHLIGHTS

February 5-6  
AAJ Winter Convention

Sokolove Law's General Counsel Gabe Miller was tapped again to speak at the midyear American Association for Justice (AAJ) Convention in Miami, FL. Miller discussed how to use social media to get clients without violating the ethics rules.



### Campaign Highlight

## Disability Insurance: New Site Takes Fresh Approach

The Disability Insurance Denial website, supporting Social Security Disability Insurance, Long Term Professional Disability and Veterans Disability, has proven to be a unique lead source for Sokolove Law and our co-counsel. Because there is audience confusion around which type of legal help potential clients need for their disability claim, the site is uniquely positioned to educate visitors and lead them to the right practice area.

Since the site went live in July 2010, Sokolove Law and our co-counsel have seen the benefit of increased qualified organic lead volume for all three practice areas.

Another benefit to this "3-in-1" site is that it enables our digital campaign budgets to work more efficiently, thus producing more leads for less cost.



Be sure to check out the final product at: [www.sokolovelaw.com/legal-help/disability-insurance-lawyer/](http://www.sokolovelaw.com/legal-help/disability-insurance-lawyer/)

## Co-counsel SPOTlight

Bill Levin and Laurel Simes are a powerful trial team. They recently co-tried and scored a stunning \$209 million verdict on behalf of a woman who developed mesothelioma from second-hand asbestos exposure. Levin's technical knowledge about the varying types of asbestos and their causal relationship to mesothelioma is profound, and he has an extraordinary skill in explaining that complex science and epidemiology to juries. In the recent trial, jurors shed tears as Simes led the plaintiff in describing the effect of her illness on her life and family.

Levin's legal expertise in the asbestos arena began by defending makers of asbestos products for 20 years before moving to the plaintiffs' side in 2000. Simes had already developed a successful plaintiffs products practice. In 2002 they started their plaintiffs' firm – Levin Simes Kaiser & Gornick, LLP. It had made sense to join their forces.

### Levin Simes Kaiser & Gornick, LLP San Francisco, CA

Beyond asbestos, LSKG is quickly becoming a force to reckon with in the pharmaceutical arena, which is the basis of its co-counsel relationship with Sokolove Law. LSKG has participated with Sokolove Law in several national pharmaceutical campaigns, including Gadolinium, Trasyol<sup>®</sup> and Reglan<sup>®</sup>, to name a few. Already, some of these campaigns have yielded significant results for the firm.

"There is no one in the case acquisition field equal to Sokolove Law in the quality of their work in identifying and screening potential pharmaceutical clients and thereby obtaining excellent results for its attorney partners," says Levin.

"In working with LSKG, we have seen that they truly are a dedicated and results-oriented firm, which translates into great confidence in their abilities to represent our mutual clients," says Charles Dolan,



BILL LEVIN AND LAUREL SIMES  
Co-Founders

a Sokolove Law Quality Assurance Manager who works closely with LSKG.

LSKG has been a Sokolove Law co-counsel firm since 2007. In describing the working relationship, Levin says, "The Sokolove staff is superb in its cooperative efforts with the staff of its attorney partners. They focus on clarity and completeness in inter-firm communications, and in that area as well as all others they excel."

*Trasyol<sup>®</sup> and Reglan<sup>®</sup> are registered trademarks of Bayer Healthcare Pharmaceuticals Inc. and Schwartz Pharma, Inc., respectively.*



KATHY MCGINN  
Senior Legal Nurse,  
Sokolove Law

As the Senior Legal Nurse at Sokolove Law, Kathy McGinn, R.N., B.S.N., L.N.C.C., uses her extensive field experience to lend a "medical hand" to the set-up and development of our pharmaceutical campaigns thereby ensuring that our co-counsel firms receive the most qualified and medically relevant cases to pursue and litigate.

To accomplish this goal, Kathy engages early on with our co-counsel firms to share relevant and detailed medical information, to discuss the unique medical aspects of each product, to identify screening criteria, and to clarify any medical issues related to screening. Her involvement guarantees we develop campaigns customized to each firm's specific criteria.

But Kathy's role doesn't end there. As the primary medical liaison between our firm and our co-counsel firms, Kathy ensures we are obtaining the most medically accurate information from potential clients. Throughout the campaign, she is able to uncover potentially relevant and emerging medical issues, enabling our co-counsel to capitalize on all possible opportunities.

Prior to joining Sokolove Law in April 2008, Kathy worked as an in-house Legal Nurse Consultant for 18 years for plaintiffs' personal injury firms in Massachusetts and Rhode Island. In that role, she reviewed and worked-up potential medical malpractice, nursing home, product liability, and catastrophic damage personal injury cases.

Kathy has been a registered nurse for 26 years, has a Bachelor's Degree in Nursing, and holds a certification in Legal Nurse Consulting. Her clinical practice experience includes medical-surgical, operating room, and post-anesthesia care nursing.

It's the depth of experience brought by in-house resources like Kathy that enable Sokolove Law to best meet the needs of our co-counsel firms.

### SOKOLOVE IN THE NEWS

October/November 2010  
GPSolo Magazine

"Technology and Ethics: Online Marketing and Networking"

Gabe Miller, Sokolove Law General Counsel, is quoted in this article regarding how to ethically utilize online marketing in the legal world. His opinion on lawyers joining a discussion forum or chat room composed of potential clients? Reveal that you're a lawyer immediately.