

2020 – The Year of Clear Vision

The start of a new decade, 2020 was enthusiastically proclaimed “the year of clear vision and purpose.” Yet, as we rang in the new year, not many could have foreseen the magnitude of physical, mental and economic challenges that lay ahead. The global public health crisis known as COVID-19 would proceed to claim a record number of lives, decimate businesses and livelihoods, and drastically alter the way we live, work and socialize with friends.

True to form, the legal industry reacted swiftly to the coronavirus threat. Law firms immediately transitioned to remote work solutions to keep employees safe and client service seamless. Videoconferencing with co-workers and colleagues soon became the norm. With limited courthouse access and jury trials postponed indefinitely, lawyers quickly learned to embrace Zoom hearings and remote court proceedings as a way to keep pending litigation on track.

While the pandemic may have slowed down legal work in some areas, COVID-driven litigation surged ahead. From business owners seeking insurance coverage for virus-related losses, to consumers demanding refunds for canceled flights, concerts, and events, college students requesting tuition reimbursement for campus closures, and employees alleging inadequate virus protections in the workplace, scores of coronavirus-related lawsuits have been filed since the start of the pandemic.

Yet, for all of the havoc it has caused, the coronavirus has been very effective at bringing much-needed attention to long-standing inequities in American society. COVID’s devastating effect



on the nursing home community, for example, has forced us to reexamine how we value and care for our elderly and those that care for them. And by exacerbating existing disparities in healthcare, employment, housing and other areas of opportunity, the virus sparked a national conversation about race, income, and gender inequality.

However, the tragedy in Minneapolis proved to be the tipping point, underscoring the need for immediate action. Triggered by the senseless death of George Floyd and others before him, not even the threat of coronavirus could deter outraged citizens the world over from taking to the streets to protest against police brutality and systemic racism.

“We educated, privileged lawyers have a professional and moral duty to represent the underrepresented in our society, to ensure that justice exists for all, both legal and economic justice.”

– Associate U.S. Supreme Court Justice Sonia Sotomayor (November 2002)

Heeding the call, the legal community quickly responded. Lawyers across the country have spoken out against acts of racial discrimination and violence, marched alongside Black Lives Matter protesters, and pledged their time and resources to furthering the cause. Law firm leaders, bar associations, and legal trade groups alike, have vowed to implement programs and policies designed to promote diversity and inclusion both inside and outside of the legal profession.

Perhaps 2020 is the year of clear vision and purpose after all. And without question, trial lawyers will play a crucial role in helping to achieve the lasting and meaningful change that anti-racism educators and activists are calling for. Who better to lead the way than lawyers who have devoted their lives to obtaining justice for those harmed by the wrongdoing of others? Whether exposing corporate greed, protecting consumers from unsafe products, battling environmental hazards, or holding medical providers accountable for negligent care, the work of trial lawyers has enduring impact, improving the lives of those injured today, while

Continued on page 3



Co-counsel SPOTlight

Johnson//Becker, PLLC; St. Paul, MN

Sokolove Law is very selective when it comes to partnering with co-counsel firms. We look for litigation leaders, proven experts in their practice areas, and attorneys with whom to build long-lasting relationships. Our co-counsel firm Johnson//Becker, located in St. Paul, Minnesota fits the bill perfectly.

It's not only the multitude of awards and recognitions bestowed upon the firm's founders, Tim Becker and Michael Johnson, and their attorneys that make them great lawyers and a great firm. It's not even all the leadership positions they've held in countless MDLs. It's the compassion, care, and commitment they show each and every one of our mutual clients. A winning combination, if you ask us.

Johnson//Becker attorneys have been consistently named Super Lawyers, recognized as some of the Nation's "Top 25 Products Liability Lawyers" and "Top 25 Mass Tort Lawyers" by the National Trial Lawyers, been awarded the Stephen J. Sharpe Public Service Award by the American Association for Justice and "Attorney of the Year" in Minnesota, while also being elected to the prestigious Summit Council.

The relationship between Sokolove Law and Johnson//Becker spans over a decade. In that time, we've worked on numerous

campaigns together, including several campaigns for mass torts, in which the firm has had leadership positions; FLSA claims; and single event personal injury cases. "Michael, Tim, and their staff are among the best firms to work with. Not only are they



MICHAEL JOHNSON, Founding Partner, Johnson//Becker, PLLC



TIM BECKER, Founding Partner, Johnson//Becker, PLLC

great litigators who have obtained millions in settlements for our mutual clients, they are great people. We look forward to many more years of success together," says Sokolove Law CEO Mike Skoler.

Becker and Johnson met while attending William Mitchell College of Law, in St. Paul, Minnesota. It was during law school that they decided to one day open a law firm together. In 2011, Becker and Johnson each left partnership roles in their prior firms and formed Johnson//Becker, PLLC. In the decade since, the firm, made up of 12 lawyers and over 30 support staff, has played significant leadership roles in large and impactful settlements, decisions and cases involving individual, consolidated multi-district, mass torts and class action lawsuits in state and federal courts across the country.

"We have partnered with Sokolove Law on dozens of projects since our firm's inception," says Michael Johnson. "They are true professionals when it comes to legal marketing. Their firm is a pleasure to work with and their campaigns run smoothly. In short, you always know what you are going to get when you work with Sokolove Law. Whenever we are working on a project and want to add additional, good quality cases, we never hesitate to work with our friends at Sokolove Law."

Campaign Highlight



One would think that launching a new campaign during a pandemic, with everyone working remotely, would be a challenge. Not so for the marketing team at Sokolove Law.

Elmiron, a prescription drug used to treat bladder pain and discomfort associated with interstitial cystitis (IC), had come under fire for its link to serious eye damage and vision issues.

We knew that to target Elmiron cases effectively and efficiently, we needed first mover advantage. In early April, we launched a fully integrated campaign, utilizing nearly every media channel from paid social to television to direct mail and email.

Since April, we've generated over 1,000 leads and have signed nearly 200 clients for several co-counsel firms. With no signs of slowing down, now is a great time to join this campaign. Contact us today to learn more.





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Continued from page 1

preventing future generations from suffering the same pain.

Sokolove Law is proud to be a part of this community of talented and dedicated professionals. Over 40 years ago, our firm was launched with the sole mission of reinventing the way in which people obtain legal services in

order to provide everyone, irrespective of race, income, ethnicity, gender or sexual orientation, equal access to our civil justice system. Though we have remained steadfast in our efforts toward achieving this goal, it is evident that we must do more. This mission is even more critical now. With that, we reaffirm our commitment to dismantling systems of racism and



MIKE SKOLER, CEO, Sokolove Law, LLC

inequality, and stand with our clients and colleagues who are fighting for the same.

Co-counsel Opportunities

What area of your practice would you like to grow? Whether you're looking for cases in your state or from across the nation, chances are, we can develop a well-targeted campaign to generate the specific cases you want to increase your case load.

Sokolove Law knows the legal marketing industry. After all, we are pioneers in the field with over 40 years of legal and marketing expertise. Our diverse, highly trained team of experts can bring you the leads with the greatest conversion potential.

From thorough research to expert marketing and case generation, partnering with Sokolove Law adds up to gaining a powerful advantage over your competition.

Mass Torts

Gain 'first mover' advantage and significant market share

with our customized, targeted marketing campaigns for a wide variety of Mass Torts. If you want a leadership role in a current litigation, numbers matter. Over the past 10 years, Sokolove Law has retained over 25,000 Mass Tort cases for co-counsel, which have resulted in more than \$413 million in gross attorney fees to date. As a co-counsel firm, you'll tap into our proven marketing expertise and media buying capabilities, putting yourself ahead of the competition and at the forefront of emerging litigation.

Here are some of the campaigns we are currently running.

- Elmiron®
- Hernia Mesh
- Talc Ovarian Cancer
- Zantac®
- Roundup®
- Clergy Abuse
- Truvada®

Call us today 1-800-305-4009 for more details and to discuss a potential campaign.

Take Advantage of Us

... Or more specifically, our vast network of co-counsel firms. If you have a case that you need to refer out and don't know where to turn, contact Sokolove Law for your one-stop shopping. We work with over 400 firms nationwide, and chances are, we can put you in touch with the right firm to associate with on your case. Whether it's a pharmaceutical, defective device, or mesothelioma case, we have relationships with the top litigation firms in the country to ensure that your client gets the best representation.

Call us at 1-800-305-4009.

See you in Chicago – July 2021

We missed seeing our friends and colleagues at the AAJ Annual Convention in Washington, DC. in July, but don't fear, plans are underway for a spectacular event at next year's convention.

Please stay safe until then – we look forward to seeing you in Chicago, in July 2021!





SETTLEMENT	CASE TYPE	CO-COUNSEL FIRM
\$94,500,000	Mesothelioma and Other Asbestos-Related Diseases	Simmons Hanly Conroy, Alton, IL and other co-counsel firms
\$13,500,000	Birth Injury	Duffy & Duffy, Uniondale, NY
\$6,500,000	Birth Injury	Colling, Gilbert, Wright & Carter, Orlando, FL
\$4,000,000	Cerebral Palsy	Knapp & Roberts, Scottsdale, AZ
\$3,500,000	Birth Injury	Nurenberg, Paris, Heller & McCarthy, Cleveland, OH
\$3,000,000	Birth Injury	Prochaska Howell & Prochaska, Wichita, KS
\$2,500,000	Birth Injury	Donahue & Horrow, El Segundo, CA
\$650,000	Nursing Home	Christian & Christian, Greenville, SC
\$480,000	Workers' Compensation	Law Office of Steven P. Brendemuehl, Natick, MA
\$450,000	Nursing Home	Shelton & Walkley, Oklahoma City, OK
\$400,000	Nursing Home	Duffy & Duffy, Uniondale, NY
\$350,000	Nursing Home	Kralovec, Jambois & Schwartz, Chicago, IL
\$300,000	Dog Bite	Boynton Waldron Doleac Woodman & Scott, Portsmouth, NH
\$300,000	Nursing Home	Dreesen Law Group, Chesterfield, MO
\$300,000	Auto Accident	Shelsby & Leoni, Wilmington, DE
\$220,000	Nursing Home	McNulty Law Firm, Bel Air, CA

Pandemic Silver Linings

The decision to close our office weeks before the state's shelter in place order materialized was an easy one for Sokolove Law. We have spent the last decade upgrading our technology and automating our systems, which has not only sustained our firm as a leader in our industry, but also enabled our employees to access all the information they need to perform their respective jobs easily and securely from anywhere.

With the announcement of the closure on a Friday, we were completely operational on Monday morning. What we didn't foresee, however, was how we would quickly use this "new normal" to improve our operations. Thus, our pandemic silver linings came to light.

- **Intake Screening** – Our Case Management Team has been working remotely for more than three years. This team is spread across eight states, in all four time zones. Our call center is open 24/7.

- **Client Communication** – Inbound and outbound calls are handled by the remote Case Management Team, and our automated printing process allows us to print letters and case paperwork remotely. We also utilize email communication with over 50% of our callers.

- **Co-Counsel Communication** – Several co-counsel firms transitioned from sending checks, case updates and other case documents electronically via email rather than physical copies through the mail. (Thank you!)

- **Case Sign-up** – We have used digital document execution for 10+ years, and we have continued to expand our usage in 2020. Our digital document usage is up 11% since March, and nearly 25% of digital contracts are executed same-day.

We have utilized File Transfer Protocol (FTP) to securely send documents to our co-counsel firms for several years. We have expanded this process to include all co-counsel firms for which we do case sign-up.

PLEASE CONTINUE TO STAY IN TOUCH

Throughout this unprecedented time, we heard from a lot of co-counsel who reached out to commiserate, to share their challenges and concerns, or just to say hello.

We hope you'll continue to reach out to us. We will work with you to ensure our co-counsel relationship remains intact.