

FOR IMMEDIATE RELEASE

Crowell & Moring Ranks Among Financial Times' 2013 Most Innovative Firms

Washington, D.C. – November 21, 2013: Crowell & Moring LLP is pleased to announce that it has been recognized by *Financial Times* (FT) in the publication's fourth annual "U.S. Innovative Lawyers 2013" report. The firm ranked 19th among the "FT 40: U.S. Law Firm Innovators 2013," a list that recognizes firms for their leadership in innovation. Crowell & Moring also achieved *commended* status in the "Litigation and Dispute Resolution;" "Business of Law," and "Lawyers to the Innovators" categories. The FT report recognizes "law firms and individual lawyers who are proactively responding to the issues and challenges of the evolving global legal profession."

The publisher notes, "These firms and lawyers are looking to challenge the status quo and for ways to implement innovative solutions for their clients and recognize that long-term success is about developing real partnerships."

Crowell & Moring was commended for excellence in the following categories:

- "Litigation & Dispute Resolution," for challenging "an environmental settlement agreement in the Marcellus Shale drilling dispute by establishing 'irreparable harm' on behalf of the Pennsylvania Independent Oil and Gas Association;"
- "Business of Law," for designing and implementing "the gross margin tool to compensate partner efficiency and incentivize a fundamental change in behavior;" and
- "Lawyers to the Innovators," for "having the foresight to establish its TLD and Domain Names Practice Group "to service companies expecting to capture new opportunities created by the introduction of new top-level domain names [on the Internet]."

The report, an annual review of the work of lawyers around the world who have created innovative solutions to some of the most complex problems facing business, governments, and societies, was published on November 21, 2013. Crowell & Moring was previously recognized in the *FT*'s 2010 and 2011 reports for its work in offering cutting-edge AFAs. In the 2012 report, the firm was "highly commended" in the categories of litigation, intellectual property, and project management, in addition to being ranked for overall innovation in the legal sector.

The prestigious "FT Innovative Lawyers" report is driven by submissions from law firms and in-house counsel across Europe and the United States, in which each innovation is assessed for its originality, rationale, and impact. FT's research partner, RSG Consulting, a firm with more than 20 years of experience in analyzing the legal profession, conducted the research for this report.

In order to determine the "FT 40: US Law Firm Innovators 2013," *FT* evaluated firms based on their ability to serve innovative, entrepreneurial clients their legal acumen, and the firm's management, strategy and sustainability. The *FT* received more than 355 submissions from 59 law firms highlighting their most innovative work, making it the most competitive year yet for recognition in the report.

Crowell & Moring LLP is an international law firm with approximately 500 lawyers representing clients in litigation and arbitration, regulatory, and transactional matters. The firm is internationally recognized for its representation of Fortune 500 companies in high-stakes litigation, as well as its ongoing commitment to pro bono service and diversity. The firm has offices in Washington, D.C., New York, Los Angeles, San Francisco, Orange County, Anchorage, London, and Brussels.

Contact: Christine Elfmann
Manager, Marketing Communications

+1 202.508.8848

celfmann@crowell.com