

## Financial Times Recognizes Crowell & Moring Among the Top Innovative Law Firms in North America in 2018

*Firm is highly ranked in seven categories*

**Washington – December 13, 2018:** The *Financial Times* named Crowell & Moring as one of the “Top Ten Most Innovative Law Firms for Legal Expertise” and one of the “Most Innovative Law Firms for Business of Law” in its annual “FT Innovative Lawyers North America 2018” report.

The firm’s additional honors include:

### **Business of Law**

In the “New Business & Service Delivery Models” category, Crowell & Moring was recognized as **highly commended** for its work with Cardinal Health on creating a custom-tiered pricing model to help manage complex litigation. It was **commended** in the “New Products and Service” category for its work in creating a digital transformation service.

### **Legal Expertise**

In the “Creating a New Standard” category, the FT ranked the firm as **commended** for its work advising AT&T on the development, and later defense, of a public safety broadband network conceived in response to the 9/11 tragedy. In the “Enabling Business Growth” category, the FT ranked the firm again as **commended** for advising HP Inc. on the scope and regulatory issues in the nascent 3D printing industry, enabling the technology giant to adjust its research and development efforts as new products are imagined. Finally, Crowell & Moring was **commended** in the “Managing Complexity and Scale” category for representing Chinese-owned U.S. airbag-maker Key Safety Systems on its \$1.6 billion acquisition of Takata, the bankrupt airbag manufacturer, to form a newly created U.S. business, Joyson Safety Systems. In a [feature article](#) highlighting the firm’s ability to move the deal forward, [Scott Winkelman](#), chair of the firm’s Mass Tort, Product, and Consumer Litigation Group, noted, “We aggressively approached the government and the DOJ’s appointed monitor to have a voice in the creation of a compliance program. We affirmatively approached congress and actively sought to apprise them of our assessment of the situation and how we could move ahead.”

The *Financial Times* report provides insight into the transforming role of the legal professional in North America and highlights how legal teams have evolved from crisis managers to change agents.

For this report, the *Financial Times* partnered with RSG Consulting to evaluate more than 500 submissions from 94 law firms and legal service providers, and for 105 in-house legal teams. RSG Consulting conducted interviews with more than 500 clients, lawyers, executives, and experts to assess each submission. Each submission was scored out of 10 points for originality, leadership, and impact for a maximum score of 30. The results were “benchmarked to arrive at the final rankings.”

Read the full report [here](#).

No aspect of this advertisement has been approved by the Bars of, or any courts in, the states in which the lawyers are admitted to practice.



### **About Crowell & Moring LLP**

Crowell & Moring LLP is an international law firm with more than 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, London, and Brussels.

**Contact:**     **An Pham**  
Senior Communications Manager  
+1 202.508.8740  
[apham@crowell.com](mailto:apham@crowell.com)