

The GCL Pioneers a New Breed of Law Firm

More than twenty years ago, The General Counsel, Ltd. was formed as a new kind of law firm – dedicated to providing business clients with the services of experienced in-house counsel on an outsourced, as-needed basis. In recent years, other firms around the country have begun to emulate the success of our innovative practice.

In a feature article dated May 23, 2007 and entitled “New Breed of Law Firm Touts a Shift from Big-Firm Tradition,” The National Law Journal recently noted the trend toward our kind of practice. (The text of the complete article is available

online at <http://www.law.com/jsp/law/careercenter/lawArticleCareerCenter.jsp?id=1179824708732>.

The article describes the growth of firms started during the past five years in New York, San Francisco, Atlanta, San Jose and Houston to provide business legal services like those we offer in the Twin Cities. It reports how the new breed of firm offers the advantages of *“drastically cheaper rates for corporate clients and a different work culture for highly credentialed attorneys put off by big-firm practice.”*

The article describes the nature of the new firms and how their attorneys

“work mostly on-site in corporate counsel offices and, typically, are free from the burden of billing huge numbers of hours to support high rents and leveraged partners. These organizations also generally reject the comparison to temporary employment agencies or staffing firms and say that their attorneys are hired for the long haul. They also say that they bring aboard only people with experience either in a top firm, in law departments or both. Their clients range from Fortune 50 companies to smaller technology startups that need a kind of part-time general counsel.”

The subtitle for the article is “Latest legal shops are courting experienced, long-term hires who want a change from the familiar law firm model.” It describes a “handful of law firms are wooing up-and-coming attorneys from top schools with impressive work experience to become part of what they say are operations far leaner than typical law firms.”

While the article lists The General Counsel, Ltd. among the innovators, it doesn't mention that we pioneered this kind of practice well before the

others – even well before terms like “outsourcing” and “virtual firm” entered the common lexicon. Since 1985, we have been working to perfect our approach and have proven its worth to a great number of clients -- from start-ups to Fortune 100 companies.

We're delighted to see our business model and experience validated, not only by the legal press, but also through emulation by a number of impressive firms across the country.

