

# On-Point Attorney Bios for Websites and Beyond

*Amy Spach, Marketing Content Manager, Perkins Coie LLP*

*Nancy Slome, Principal, Lawyers Biography Service*

PR Special Interest Group  
MAY 10, 2016





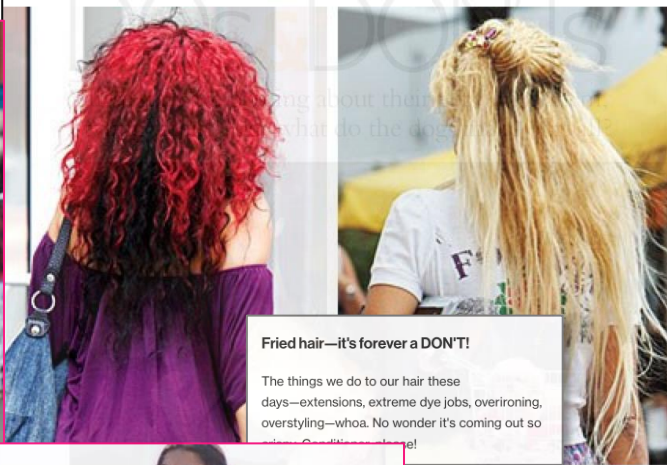




# Dos and Don'ts: The denim edition

A quick how-to on wearing America's favorite fabric

E-MAIL PRINT + SHARE



## Fried hair—it's forever a DON'T!

The things we do to our hair these days—extensions, extreme dye jobs, overironing, overstyling—whoo. No wonder it's coming out so fast. (Sorry, but it's true.)



SPECIAL EVENTS: TRICKY AREAS

## IS IT A DO OR A DON'T?



### PANTYHOSE

These days stockings are both a hot and a happy. Sometimes you "go get 'em!" and back to back to back... sometimes you, which are always coming, and wear with... look for us! (Sorry, they're not for the girls.)

OUR VERDICT: It's a DO if you're right.



### THE PASHMINA

Pashminas have been popular in the UK for a while. But they're worth hanging onto. They keep you warm on cold nights and work well with... dress after. Black, brown, and more are still... (Sorry, they're not for the girls.)

OUR VERDICT: It's a DO if you're right.



### THE MINDRESS

Wearing a short dress to a big event can be a DO as long as you keep the proportions right. Stick to styles that fit a few inches above the knee, and... (Sorry, they're not for the girls.)

OUR VERDICT: It's a DO if you're right.



### ALWAYS A DON'T FOR SPECIAL EVENTS

Big, over-the-top... Anything with... (Sorry, they're not for the girls.)



### FLOWERS IN YOUR HAIR

A flower in a hair is a lovely hair accessory, and it's a DO as long as you keep it simple. A single... (Sorry, they're not for the girls.)

OUR VERDICT: It's a DO if you're right.



DOGS IN GLAMOUR SHOOT? A DO!







Amal Clooney | Doughty Street Chambers

www.doughtystreet.co.uk/barristers/profile/amal-clooney

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Search this site

Home > Barristers > Amal Clooney

Crime

Civil

Administrative and Public

International

Human Rights


Amal Clooney

Year of Call 2010

vCard

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Print profile



Profile

Amal Clooney is a barrister who specialises in public international law, international criminal law and human rights. She represents clients before international courts including the International Criminal Court, the International Court of Justice and the European Court of Human Rights and domestic courts in the UK and US. Alongside court work, she provides advice to governments and individuals on legal issues in her areas of expertise.

Education

St. Hugh's College, Oxford University, BA/LLB (Exhibitioner, Shrigley Award)  
New York University School of Law, LL.M (Jack J. Katz Memorial Award)

Languages

French  
Arabic (Conversational)



# DON'T

Acid-washed



Halloween,  
this costume  
is a Don't.

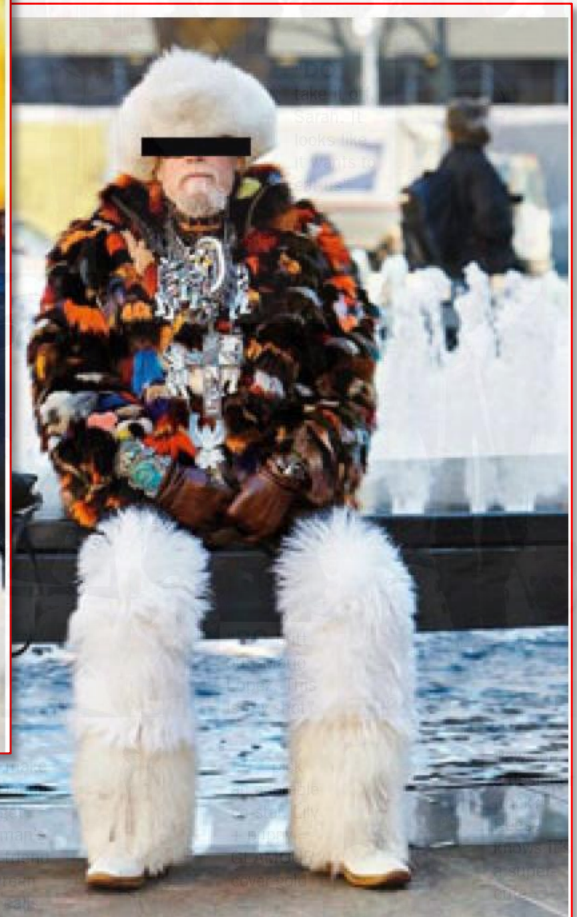
# DOs & DON'Ts



"I DON'T  
think you're  
listening to  
me, Snoopy.  
I wanted  
the blue  
sweater!"



"Let's  
hope we  
DON'T  
see anyone  
we know,  
eh, Paris?"



DOES IN  
GLAMOUR  
SHOOT'S?  
A DO!

# Amy Spach

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Marketing Content Manager, Perkins Coie LLP

Twitter: @aswrit

Aspach@perkinscoie.com





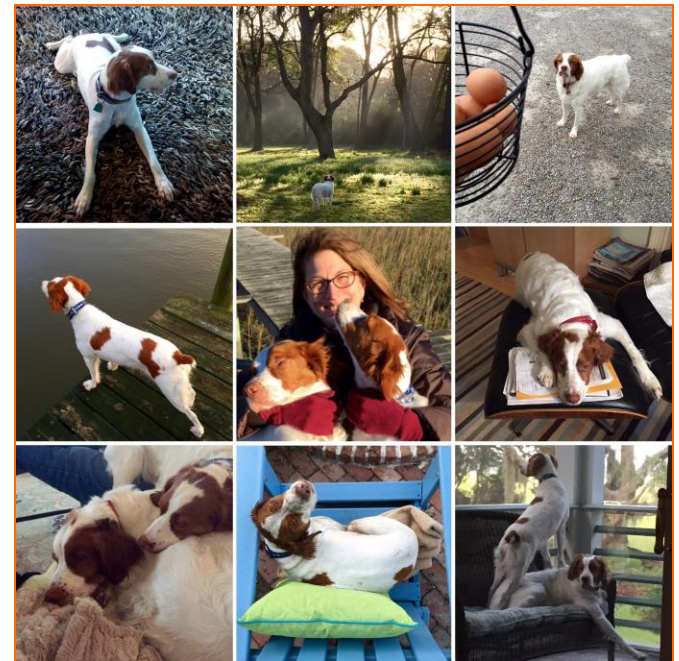
# Nancy Slome

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Principal, Lawyers Biography Service

Twitter: @nancyslome

nancy@lawyersbioservice.com



LAWYERS *Biography*  
service



## Learning Outcomes

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We will help you learn to:

- Describe the key elements of a strong, multi-platform bio
- Recognize various styles and format of well-written bios
- Explain how to avoid bio killers

# Are Bios Important?





## Survey Says

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- Lawyer biographies account for **80%** of legal site traffic.
- GCs rank lawyer bios **# 2** when it comes to influence on hiring selection. The **#1** spot belongs to personal recommendations.
- **65%** of all traffic to law firm websites begins with a Google search.
- **90%** of GCs believe law firm websites play a key role in influencing purchasing decisions for legal services.

# Hook Readers Up Front

DO!



## RANDY A. BRIDGEMAN PARTNER

Firmwide Co-Chair, Corporate Finance

### CHICAGO

T +1.312.324.8400

D +1.312.324.8574

F +1.312.324.9574

VCARD • EMAIL

### OVERVIEW

### EXPERIENCE

### NEWS

### PUBLICATIONS & PRESENTATIONS

In his counsel to public and private companies, Randy Bridgeman often serves as deal steward and outside corporate counsel, quarterbacking the deal process from pre-sale preparations through to closing and positioning clients for expansion, strategic partnerships and changes in ownership.

Randy's recent acquisition and sales counsel includes several brand acquisitions for multinational companies with complex intellectual property assets, a series of dealership roll-ups for an industrial equipment OEM and a cross-border co-manufacturing joint-venture for a global food manufacturer.

#### Steering Sophisticated Transactions to Closing

Randy has structured numerous traditional and non-conventional transactions to help clients realize long-term strategies. As owners of privately held companies increasingly explore succession and liquidity transactions that allow for company longevity and retirement security, Randy has been creating sophisticated frameworks and win-win arrangements for all interested parties. His deal experience and background include the full range of corporate issues and strategic transactions, such as:

### Areas of Focus ▾

#### PRACTICES

- Corporate
- Private Equity
- Mergers & Acquisitions
- Venture Capital
- Emerging Companies & Venture Capital
- Corporate Finance
- Corporate Governance & Securities
- Capital Markets

#### INDUSTRIES

- Mining
- Real Estate



# Hook Readers Up Front

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**RANDY A. BRIDGEMAN** PARTNER  
Firmwide Co-Chair, Corporate Finance

**CHICAGO**  
T +1.312.324.8400  
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[VCARD](#) • [EMAIL](#)

## OVERVIEW

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- Venture Capital
- Emerging Companies & Venture Capital
- Corporate Finance
- Corporate Governance & Securities
- Capital Markets

## INDUSTRIES

- Mining
- Real Estate
- Technology
- Healthcare
- Financial Services
- Manufacturing
- Retail
- Energy
- Transportation
- Telecommunications
- Media
- Aerospace
- Defense
- Agriculture
- Food & Beverage
- Pharmaceuticals
- Biotechnology
- Chemicals
- Materials
- Construction
- Infrastructure
- Utilities
- Environmental
- Logistics
- Shipping
- Airports
- Ports
- Railroads
- Pipelines
- Power Generation
- Water Management
- Waste Management
- Environmental Remediation
- Hazardous Waste
- Nuclear Energy
- Renewable Energy
- Fossil Fuels
- Coal
- Oil & Gas
- Natural Gas
- Liquefied Natural Gas
- Coalbed Methane
- Shale Gas
- Shale Oil
- Bitumen
- Tar Sands
- Oil Shale
- Geothermal
- Wind
- Solar
- Biomass
- Hydropower
- Tidal
- Wave
- Ocean Thermal
- Geothermal
- Nuclear
- Fossil Fuels
- Coal
- Oil & Gas
- Natural Gas
- Liquefied Natural Gas
- Coalbed Methane
- Shale Gas
- Shale Oil
- Bitumen
- Tar Sands
- Oil Shale
- Geothermal
- Wind
- Solar
- Biomass
- Hydropower
- Tidal
- Wave
- Ocean Thermal

## PRESENTATIONS

# Don't Bore Your Readers

**DON'T!**

Avoid the lockstep approach to bios!

**Professional Biography**

\_\_\_\_\_  
(First Name) (Last Name) is a partner in the firm's \_\_\_\_\_ office and co-chair of the \_\_\_\_\_ Group. His/her practice focuses on \_\_\_\_\_ matters and \_\_\_\_\_. He/she has extensive experience \_\_\_\_\_ clients on a wide array of complex issues. For example, in 2015, he/she was part of a trial team that secured a complete victory against \_\_\_\_\_.  
(Noun) (Industry) (Verb Ending in "ing") (Verb Ending in "ing") (Company Name)

With more than \_\_\_\_\_ years of experience representing \_\_\_\_\_, Mr./Ms. \_\_\_\_\_ is an \_\_\_\_\_ attorney for bet-the-company litigation. His/her representative clients include \_\_\_\_\_ and industry-leading \_\_\_\_\_. He/she also spearheaded the firm's successful \_\_\_\_\_ initiative, a first-of-its-kind in the legal industry. He/she is known for a client-centric approach that puts \_\_\_\_\_ first.  
(Number) (Plural Noun) (Same Last Name) (Superlative) (Noun) (Plural Professional Title) (Noun) (Attribute)

Mr./Ms. \_\_\_\_\_ obtained his/her J.D. from \_\_\_\_\_ School of Law, where he/she graduated in the top \_\_\_\_\_ percent of the class. During law school, he/she served as an editor for the \_\_\_\_\_ Policy Review.  
(Same Last Name) (Proper Noun) (Number)

He/she is admitted to \_\_\_\_\_ before all \_\_\_\_\_ state courts, district courts, and the Ninth Circuit Court of Appeals.  
(Verb) (Adjective)

In his/her free time, Mr./Ms. \_\_\_\_\_ enjoys performing \_\_\_\_\_, visiting \_\_\_\_\_ and playing \_\_\_\_\_.  
(Same Last Name) (Musical Genre) (Restaurant Name) (Sport)

4

\*Thanks to Blattell Communications for their Mad Libs!



# Don't Bore Your Readers

**DON'T!**

The screenshot shows a Google search results page for the query "his practice focuses on". The search bar at the top displays the query. Below the search bar, several search results are listed. Each result includes a title, a URL, and a snippet of text. The phrase "his practice focuses on" is highlighted in yellow in several of the snippets. A large, dark blue arrow points from the right side of the page towards the search results, with the text "His practice focuses on ..." written inside it.

Mark K. McCulloch, Esq. | Orlando Appeals Lawyer  
[www.appealslawgroup.com/our-attorneys/mark-k-mcculloch-esq-.aspx](http://www.appealslawgroup.com/our-attorneys/mark-k-mcculloch-esq-.aspx) ▼  
Mr. McCulloch began his legal career in 2009 in the legal department at Liberty Mutual Insurance ... His practice focuses on comprehensive appellate advocacy.

George Telquist | TZMC Law  
[tzmlaw.com/team/george-telquist/](http://tzmlaw.com/team/george-telquist/) ▼  
George is an experienced civil trial lawyer, having tried cases since 1997. His practice focuses on trial and litigation, mostly assisting people in personal injury ...

Dinse Knapp McAndrew | Best Lawyers Recognizes Four ...  
[www.dinse.com/.../best-lawyers-recogn...](http://www.dinse.com/.../best-lawyers-recogn...) ▼ Dinse, Knapp & McAndrew, P.C. ▼  
Best Lawyers Recognizes Four Dinse Attorneys as Burlington Best Lawyers ... A substantial portion of his practice focuses on the unique issues faced by ...

Michael E. Brown | Senior Partner | Kightlinger and Gray ...  
[www.k-glaw.com/?t=3&A=7581&format=xml&p=7142](http://www.k-glaw.com/?t=3&A=7581&format=xml&p=7142) ▼  
Practicing law for over 30 years, his practice focuses on corporate and business litigation, insurance coverage and bad faith, and professional liability cases ...

The Attorney-client Privilege in Civil Litigation: ...  
<https://books.google.com/books?isbn=1604420022>  
Vincent S. Walkowiak - 2008 - Law  
His practice focuses on property and liability insurance coverage litigation, ... and his J.D., magna cum laude, in 2003 from William Mitchell College of Law.

W. Taylor Hale | Hale Law Firm | Lake Charles, Louisiana  
[www.halelawfirm.com/Attorneys/W-taylor-Hale.shtml](http://www.halelawfirm.com/Attorneys/W-taylor-Hale.shtml) ▼  
His practice focuses on serious personal injury and maritime law. He has litigated a variety of personal injury cases including those involving automotive/trucking ...

Personal Injury Law & Matrimonial Law | Serving Vail ...  
[www.sblaw.com/practice-areas/](http://www.sblaw.com/practice-areas/) ▼  
Stevens, Littman, Biddison, Tharp & Weinberg LLC assists with legal matters involving personal injury law ... The majority of his practice focuses on family law.

Los Angeles Immigration Law Attorney | Santa Monica ...  
[www.srlandaal.com/](http://www.srlandaal.com/) ▼  
His practice focuses on immigration issues. For ten years prior to attending law school

# Don't Bore Your Readers

**DON'T!**

## George Telquist | TZMC Law

[tzmlaw.com/team/george-telquist/](http://tzmlaw.com/team/george-telquist/) ▼

George is an experienced civil trial **lawyer**, having tried cases since 1997. **His practice focuses on** trial and litigation, mostly assisting people in personal injury ...

## Dinse Knapp McAndrew | Best Lawyers Recognizes Four ...

[www.dinse.com/.../best-lawyers-recogn...](http://www.dinse.com/.../best-lawyers-recogn...) ▼ Dinse, Knapp & McAndrew, P.C. ▼

Best **Lawyers** Recognizes Four Dinse **Attorneys** as Burlington Best **Lawyers** ... A substantial portion of **his practice focuses on** the

“His/her practice focuses on...”

## Michael E. Brown | Senior Partner | Kightlinger and Gray ...

[www.k-law.com/?t=3&A=7581&format=xml&p=7142](http://www.k-law.com/?t=3&A=7581&format=xml&p=7142) ▼

Practicing **law** for over 30 years, **his practice focuses on** corporate and business litigation, insurance coverage and bad faith, and professional liability cases ...

personal injury law ... The majority of **his practice focuses on** family law.

Los Angeles Immigration Law Attorney | Santa Monica ...  
[www.srlandaal.com/](http://www.srlandaal.com/) ▼

**His practice focuses on** immigration issues. For ten years prior to attending law school



# Don't Bore Your Readers

**DON'T!**

The screenshot shows a web browser window with the address bar displaying a Google search for "handles a variety of complex lawyer". The search results list several law firms and attorneys, many of whom use the phrase "handles a variety of complex" in their descriptions. A large blue arrow points from the text "Handles a variety of complex" to the phrase "handles a variety of complex" in the search results.

Kate H. Easterling - Edison, McDowell & Hetherington LLP  
emhllp.com › Our Team ▼  
Kate H. Easterling is a Senior Attorney in the firm's Houston office. She is an experienced lawyer who handles a variety of complex civil matters in both state and ...

Meet Our Team | Maryland Trial Attorneys | Brown Goldstein ...  
www.browngold.com/team ▼ Brown, Goldstein & Levy, LLP ▼  
We are trial lawyers who handle cases of every stripe, both civil and criminal. ... train as a collaborative family law attorney; handles a variety of complex ...

Best Lawyers 2016 Divorce/Family Law I Baltimore Attorney ...  
www.browngold.com/team/dana-mckee ▼ Brown, Goldstein & Levy, LLP ▼  
In addition to family law, Dana handles a variety of complex commercial and personal injury litigation matters. In March 2000, she obtained substantial sanctions ...

Murphy Anderson: Business Litigation Attorneys Jacksonville  
www.murphyandersonlaw.com/ ▼  
Business Litigation Attorneys in Jacksonville who can help if you need a lawyer ...  
Murphy & Anderson handles a variety of complex business litigation matters ...

Ronald J. Friedman | White Collar Criminal Defense Attorney  
www.karrtuttle.com/professionals/ronald-j-friedman.aspx ▼  
He handles a variety of complex regulatory, civil, and criminal matters on behalf of ...  
Best Lawyers in America®, White Collar Criminal Defense, 2011-2016

Four Foster Pepper Attorneys Named Best Lawyers® Best ...  
www.foster.com/.../four-foster-pepper-attorneys-na... ▼ Foster Pepper PLLC ▼  
Sep 19, 2012 - Best Lawyers®, has named four attorneys at Foster Pepper as "Lawyers ... He handles a variety of complex commercial litigation matters in both ...

A Practitioner's Guide to Class Actions  
https://books.google.com/books?isbn=1604429550  
Marcy Hogan Greer - 2010 - Law  
He is admitted to practice law in Idaho and Utah and the Circuit Court of Appeals ...  
handles a variety of complex litigation matters in both state and federal courts ...

Dana McKee - Brown Goldstein Levy LLP | Best Lawyers  
https://www.bestlawyers.com/lawyers/dana-mckee/165240/ ▼

"Handles a variety of complex \_\_\_\_\_"

# Don't Bore Your Readers

**DON'T!**

The screenshot shows a Google search for "is uniquely qualified" lawyer. The results list several law firms and attorneys, each with the phrase "is uniquely qualified" highlighted in yellow. A large blue arrow points from the text "... is uniquely qualified" to the search results.

**Estate Planning Law | Corporate Lawyer | Hesch Law ...**  
[www.heschlaw.com](http://www.heschlaw.com) › Practice Areas ▾  
Bill **is uniquely qualified** and experienced for business and personal estate planning law and financials. See how he can help you, here.

**Los Angeles Robbery Defense Attorney | Houle Law**  
[www.houle-law.com/los-angeles-robbery-defense-attorney/](http://www.houle-law.com/los-angeles-robbery-defense-attorney/) ▾  
Los Angeles Defense Attorney Lisa Houle **is uniquely qualified** to provide superior legal representation and defense counsel to those who are facing first-degree ...

**Jessica Jones is Uniquely Qualified | Tor.com**  
[www.tor.com/2015/12/04/jessica-jones-is-uniquely-qualified/](http://www.tor.com/2015/12/04/jessica-jones-is-uniquely-qualified/) ▾ Tor Books ▾  
Dec 4, 2015 - Jessica Jones **is Uniquely Qualified** ... Jeri Hogarth proves what a shark of a lawyer she is by arguing with the DA that Kilgrave is a ...

**Therapists, Lawyers, and Divorcing Spouses**  
<https://books.google.com/books?isbn=0866561692>  
Esther Oshiver Fisher, Mitchell Salem Fisher - 1982 - Family & Relationships  
Without the lawyer's help the client cannot know what is happening, nor can he ... The therapist realizes that the attorney is uniquely qualified for that purpose, ...

**Marcus W. Williams**  
[www.williamshouseusa.com/](http://www.williamshouseusa.com/) ▾  
Marcus W. Williams, Attorney At Law, **is uniquely qualified** to serve with honor and distinction as the Attorney General of North Carolina. He will protect and serve ...

**Plano Family Law Attorney**  
[www.sharoneasleylaw.com/](http://www.sharoneasleylaw.com/) ▾  
Some Divorces Demand A Different Kind Of Lawyer. Sharon M. Easley **is uniquely qualified to** tackle highly contested family law disputes in Collin County and ...

**Albizu Law Firm | Abogada de Inmigracion :: Home**  
[www.albizulaw.com/](http://www.albizulaw.com/) ▾  
Attorney Iris Albizu offers highly skilled counsel on all issues related to federal ... Ms. Albizu **is uniquely qualified** as a litigator, and as an attorney familiar with the ...

**Best Bankruptcy Attorney Mountain View, CA - Chapter 7, 11 ...**  
[www.plg1.com/bankruptcy.html](http://www.plg1.com/bankruptcy.html) ▾  
The Peninsula Law Group is uniquely qualified to help clients file Chapter 7 Chapter



# Rightsize the Info

DO!

Google Calendar - Month o... x Projects x TweetDeck x Bacon, Jonathan C. x +

www.archernorris.com/Attorneys/AttorneysAG/bacon#fragment-1

**JONATHAN C. BACON**  
PARTNER

"Avoiding reactive and formulaic approaches to litigation is key to resolving lawsuits quickly, efficiently and favorably. I believe my clients are best served by an early and proactive focus on creative solutions."

Practices Memberships Recognition

2033 North Main Street, Suite 800, Walnut Creek, CA 94596  
T: 925.952.5550 F: 925.930.6620

**Overview** Experience News & Publications

In his civil litigation defense practice, Jonathan C. Bacon has extensive experience managing complex construction defect claims, construction product claims, and environmental claims.

Developing an in-depth understanding of technical issues and demanding accountability from technical, scientific, and medical experts has been a key to Jonathan's record of litigation achievements.

**Construction Litigation**

In the construction arena, Jonathan has represented California and national construction product manufacturers as lead counsel in state-wide and out of state litigation involving window and siding products. He has managed a broad range of commercial and residential construction defect matters with emphasis on exterior cladding systems, waterproofing systems, window and door products, earth movement and concrete failures. Also, he serves as a private mediator and Special Master in multiparty construction defect and product litigation. Resisting formulaic, reactive strategies, he instead chooses to explore creative approaches to construction litigation with an eye toward early resolution when possible.

**Environmental Toxic Torts Injuries**

Community acquired illness cases, such as Legionnaire's disease, food-borne illnesses, mold-related injury and other toxics-based injury claims are actions Jonathan defends. His clients include business

**I WANT TO**

- Email this page »
- Download V-card »
- Download PDF »
- Contact Jonathan C. Bacon »

**Education**

- Golden Gate University School of Law, J.D., 1981
- Ithaca College, B.A., 1976

**Admission**

- State Bar of California, 1983
- U.S. District Court, Northern and Eastern Districts of California

# Rightsize the Info

DO!

The screenshot shows a web browser with the address bar displaying `www.archernorris.com/Attorneys/AttorneysAG/bacon#fragment-1`. The page is for Jonathan C. Bacon, a Partner. It includes a large photo of him, a quote, and a tabbed schema for navigation. A large blue arrow points to the 'Overview' tab, and a 'Tabbed schema' label is overlaid on the arrow.

**JONATHAN C. BACON**  
PARTNER

"Avoiding reactive and formulaic approaches to litigation is key to resolving lawsuits quickly, efficiently and favorably. I believe my clients are best served by an early and proactive focus on creative solutions."

**Practices**   **Memberships**   **Recognition**

2033 North Main Street, Suite 800, Walnut Creek, CA 94596  
T: 925.952.5550 F: 925.930.6620

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**Admission**

State Bar of California, 1983  
U.S. District Court, Northern and Eastern Districts of California



# Rightsize the Info

DO!

Google Calendar - Month o... x Projects x TweetDeck x Bacon, Jonathan C. x

www.archernorris.com/Attorneys/AttorneysAG/bacon#fragment-2

**JONATHAN C. BACON**  
PARTNER

"Avoiding reactive and formulaic approaches to litigation is key to resolving lawsuits quickly, efficiently and favorably. I believe my clients are best served by an early and proactive focus on creative solutions."

Practices Memberships Recognition

2033 North Main Street, Suite 800, Walnut Creek, CA 94596  
T: 925.952.5550 F: 925.930.6620

Overview Experience News & Publications

Jonathan Bacon's representative matters include:

- **Construction Defect** - Has served as lead counsel in the defense of high volume litigation for construction product manufacturers developing customized, systematic, and consistent defense strategies based upon client need and industry position, and, he has defended numerous individual construction contractors, product manufacturers and property owners in construction defect cases involving cladding systems, window and door products, earth movement, water intrusion and waterproofing, synthetic building cladding products, concrete, and roofing issues.
- **Legionnaire's Disease** - Represented a Southern California commercial building owner in a multi-plaintiff claim where physical injuries were alleged as a result of exposure to Legionella bacteria in the subject property from HVAC and building water supply systems. The Archer Norris defense team prevailed on a Motion for Directed Verdict after over six months of trial.
- **Mold Injuries** - Represented a leading Bay Area developer of assisted housing against plaintiffs' allegations that they became asthmatic from mold caused by an undiagnosed roof leak in the clients' building. Undermining expert testimony on the link between mold and serious permanent physical injury, Jonathan and the Archer Norris defense team prevailed.

**I WANT TO**  
Email this page »  
Download V-card »

**Education** ✓  
Golden Gate University School of Law, J.D., 1981  
Ithaca College, B.A., 1976

**Admission** ✓  
State Bar of California, 1983  
U.S. District Court, Northern and Eastern Districts of California

Plenty of white space

# Rightsize the Info

DO!

Google Calendar - Month o... x Projects x TweetDeck x Bacon, Jonathan C. x +

www.archernorris.com/Attorneys/AttorneysAG/bacon#fragment-2

**JONATHAN C. BACON**  
PARTNER

"Avoiding reactive and formulaic approaches to litigation is key to resolving lawsuits quickly, efficiently and favorably. I believe my clients are best served by an early and proactive focus on creative solutions."

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Ithaca College, B.A., 1976

**Admission** ✓

**Bulleted lists**



# Rightsize the Info

DO!

**PERKINS coie**  
COUNSEL TO GREAT COMPANIES

中文网  
INDUSTRIAL PRACTICES PROFESSIONAL

Home > Professionals > Cyrus Habib

**CYRUS HABIB** PROFESSIONAL STAFF  
Community Relations Liaison

**SEATTLE**  
T +1.206.359.8000  
D +1.206.359.6357  
F +1.206.359.9000

**VCARD • EMAIL**

**OVERVIEW**

As Perkins Coie's community relations liaison for the Puget Sound region, Cyrus Habib is the key contact for civic, diverse, cultural and philanthropic interests and leadership for the firm's Seattle and Bellevue offices.

Named a "guiding light" and one of the "Most Influential People of 2013" by *Seattle* magazine, Cyrus strengthens the firm's community commitments and connections throughout the Pacific Northwest. His goal is to achieve 100-percent lawyer involvement and leadership in Seattle's diverse professional, private and public organizations.

**Bar and Court**

- Washington
- U.S. District Court  
Washington

# Rightsize the Info



DO!

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## Serving Washington State

Cyrus also serves in the Washington State House of Representatives, where he represents the 48th District — Bellevue, Kirkland, Redmond, Medina, Clyde Hill and the Point Communities. He is the first Iranian-American elected to a state office and considered the highest-ranking Iranian-American in political office in the country.

In the Legislature, Cyrus serves as vice chair of the House Technology and Economic Development committee, and has sponsored legislation aimed at helping Washington state's technology startups create jobs in the Puget Sound region.

Cyrus's focus on technology builds on the industry experience he gained while a practicing attorney at Perkins Coie. Prior to taking on the role of community liaison, Cyrus practiced law at the firm for four years, where he mainly represented startup companies and counseled them on formations, financings, corporate governance and licensing transactions.

Education >

Languages >

## A Remarkable Life Trajectory: From Braille to Yale

In its recent profile of Cyrus, *The Seattle Times* wrote: "At just 31 years old, Habib has mastered skills to bypass the limitations of his disability, and that has allowed him to trace a remarkable life trajectory." Citing his loss of eyesight to childhood cancer, the Times highlighted Cyrus's accomplishments as a Rhodes Scholar, an editor of Yale Law School's flagship law review, and an attorney at Perkins Coie.



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## A Remarkable Life Trajectory: From Braille to Yale

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Cyrus's passion for community service stems from his belief that he would never have been able to overcome the obstacles posed by his blindness were it not for a wide array of educational and human services that allowed him to go "from Braille to Yale."

In addition to being a Rhodes Scholar, Cyrus is also a Truman Scholar and a Soros Fellow. He has testified before Congress on domestic monetary policy and has authored articles for both popular and academic publications. He frequently speaks to groups of all sizes about his life experiences and a host of public policy issues.

Subheads: Worth your writing time

# Be a Name Dropper (with client approval, of course!)

DO!

The screenshot shows a web browser displaying the profile of Troy Alexander on the White & Case website. The browser's address bar shows the URL [www.whitecase.com/people/troy-alexander#biography](http://www.whitecase.com/people/troy-alexander#biography). The website's navigation bar includes links for Home, People, Services, Our Thinking, About Us, and Join Us. The profile page for Troy Alexander, a Partner in New York, features his contact details: T +1 212 819 8532, T +1 212 819 8200, and E [talAlexander@whitecase.com](mailto:talAlexander@whitecase.com). A large black and white portrait of Troy Alexander is on the right. The left sidebar has tabs for Biography and Experience. The Biography tab is active, showing a quote from Chambers USA 2012: "Troy Alexander is [a] big hitter... He focuses predominantly on the financing of power, oil and gas, and other major projects... [and] has amassed a devoted client following." Below the quote is an Overview section stating that Troy advises sponsors, lenders, and sovereign government clients on international finance and banking matters, with a strong focus on project finance. It also mentions his recognition by leading professional directories as a top tier project finance practitioner and his experience in the power and oil and gas industries. A bottom section notes his broad base of knowledge from general corporate work. On the right, there is a 'Related Content' section with links to 'Insights' (Mexico Energy Reform) and 'News'.

# Be a Name Dropper (with client approval, of course!)

DO!



## Kelar Chile, 2014

Representation of KEXIM and The Bank of Tokyo-Mitsubishi UFJ, Ltd., Mizuho Bank, Ltd., Natixis, New York Branch, and Sumitomo Mitsui Banking Corporation as mandated lead arrangers and lenders, in connection with the approximately US\$700 million project financing for the design, engineering, procurement, construction, financing, ownership, operation and maintenance of an up to 517 MW combined-cycle gas power plant, Kelar, located in the province of Antofagasta, Chile.



## PV Salvador SpA, 2013

Representation of PV Salvador SpA as the project company, and its shareholders Holding Solventus Salvador SpA, Total Nuevas Energías Chile SpA, and Etrion Chile SpA, in connection with the development, construction and financing of the 70 MW Salvador solar photovoltaic power project in the Atacama desert region of Chile, the world's largest merchant solar project.



## BBVA, BNP Paribas, Credit Agricole Securities, Banco Santander and Société Générale, 2012

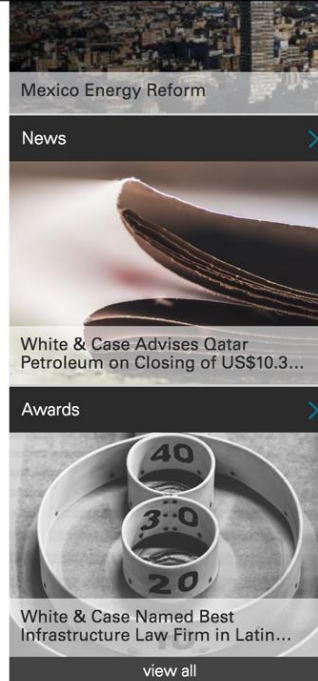
Representation of BBVA, BNP Paribas, Credit Agricole Securities, Banco Santander and Société Générale, as initial purchasers, (as co-counsel) in connection with the Rule 144A/Regulation S issuances by CE Oaxaca Dos of US\$148 million of notes and by CE Oaxaca Cuatro of US\$150 million of notes. Located near Oaxaca, Mexico, the Oaxaca Dos and Oaxaca Cuatro projects each generate 102 MWs of power. These were the first two project bond offerings for wind farm projects in Mexico, and this transaction was selected as 2012 Latin American Project Bond Deal of the Year by Project Finance magazine and as 2013 Best Renewable Energy Financing by LatinFinance magazine Infrastructure Finance Awards.



## Qatar Petroleum and Exxon Mobil, 2011

Representation of Qatar Petroleum and Exxon Mobil as sponsors on the closing of its US\$10.3 billion Barzan Gas Project in Ras Laffan Industrial City, the largest single financing project ever undertaken in Qatar. The Export-Import Bank of Korea was one of the many lenders involved. This deal was selected as 2011 Middle East and Africa Oil & Gas Deal of the Year by Project Finance International magazine, as one of the Best Deals of 2011 by Global Trade Review magazine, and as 2011 Middle East Oil & Gas Deal of the Year and 2011 Global Deal of the Year by Project Finance magazine.

Business Energy Center, 2010





# Make it Professionally Personal

DO!

The screenshot displays a web browser window with the URL [www.keglerbrown.com/bahrimehra/community-involvement/](http://www.keglerbrown.com/bahrimehra/community-involvement/). The website features the **KEGLER BROWN HILL + RITTER** logo in the top left. A navigation bar includes links for "our global reach", "our clients", "people" (highlighted in yellow), "practice areas", and "+ more". A search bar is located in the top right.

The main content area features a large portrait of Vinita Bahri-Mehra, a woman with dark hair and glasses, wearing a black blazer over a red top. To her right, her name **Vinita Bahri-Mehra** is displayed in large white text, with her title **Director** in yellow text below it.

A secondary navigation bar below the header includes links for "Biography", "Publications + Presentations", "Asia-Pacific Market", "Global Project Management", "Global Education", "Community Involvement" (highlighted in yellow), and "News".

The "Community Involvement" section is divided into two columns. The left column, titled "Contact Information", contains the following details for Vinita Bahri-Mehra: Director, Columbus, 614-255-5508, and [vmehra@keglerbrown.com](mailto:vmehra@keglerbrown.com). Below this are three buttons: "Join My LinkedIn Network", "Download My vCard", and "Download My Resume", each with a right-pointing arrow.

The right column, titled "Community Involvement", contains a paragraph about Vinita's philosophy: "Vinita Mehra is an attorney who cares — about her clients and her community. Her professional and personal philosophy includes giving back in ways that make a meaningful difference to the local and global communities to which she dedicates her practice. Vinita is a firm believer in Gandhi's idea of 'being the change you want to see in the world.'"

Below the paragraph, it states: "Vinita's drive, integrity and creativity are consistently demonstrated by her tireless efforts on behalf of the civic and charitable organizations where she devotes her time. Nellie So, president of the Asian Pacific American Bar Association of Central Ohio, comments that Vinita is both 'thoughtful and deliberate' when planning for the needs their organization. Roger Clements, president of the Asian Indian American Business Group, notes that 'in an era where exceptional service and accountability has virtually disappeared, the work that Vinita has done should be an example for others.' In addition, Barb Pratzner, president of Columbus Sister Cities International,"

On the right side of the section, there are three logos: **AIABG** (Asian Indian American Business Group), **COLUMBUS SISTER CITIES INTERNATIONAL**, and **APABACO** (Asian Pacific American Bar Association of Central Ohio). At the bottom right, there is a logo for the **COLUMBUS COUNCIL ON**.

# Make it Professionally Personal

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The screenshot shows a web browser window with the URL [www.keglerbrown.com/bahrimehra/community-involvement/](http://www.keglerbrown.com/bahrimehra/community-involvement/). The page features the Kegler Brown Hill + Ritter logo in the top left. A navigation bar includes links for "our global reach", "our clients", "people" (highlighted in yellow), "practice areas", and a "+ more" button. Below the navigation bar is a large header image of Vinita Bahri-Mehra, a woman with dark hair and glasses, smiling. To the right of her photo, her name "Vinita Bahri-Mehra" is displayed in a large, bold font, with "Director" in a smaller, yellow font below it. A text box with an orange border is overlaid on the page, containing the following text: "Vinita Mehra is an attorney who cares — about her clients and her community. Her professional and personal philosophy includes giving back in ways that make a meaningful difference to the local and global communities to which she dedicates her practice. Vinita is a firm believer in Gandhi's idea of 'being the change you want to see in the world.'" To the left of this text box, under the heading "Contact Info", is Vinita's contact information: "Columbus 614-255-5508 vmehra@keglerbrown.com". Below this are three buttons: "Join My LinkedIn Network", "Download My vCard", and "Download My Resume", each with a right-pointing arrow. To the right of the text box, there is a quote: "to see in the world." followed by a paragraph of text: "Vinita's drive, integrity and creativity are consistently demonstrated by her tireless efforts on behalf of the civic and charitable organizations where she devotes her time. Nellie So, president of the Asian Pacific American Bar Association of Central Ohio, comments that Vinita is both 'thoughtful and deliberate' when planning for the needs their organization. Roger Clements, president of the Asian Indian American Business Group, notes that 'in an era where exceptional service and accountability has virtually disappeared, the work that Vinita has done should be an example for others.' In addition, Barb Pratzner, president of Columbus Sister Cities International,". At the bottom right of the page, there are two logos: "APABACO" and "COLUMBUS COUNCIL ON".

KEGLER BROWN HILL + RITTER

our global reach our clients **people** practice areas + more

**Vinita Bahri-Mehra**  
Director

Biograph

Contact Info

Vinita Bahri-Mehra  
Director

Columbus  
614-255-5508  
[vmehra@keglerbrown.com](mailto:vmehra@keglerbrown.com)

Join My LinkedIn Network >

Download My vCard >

Download My Resume >

Vinita Mehra is an attorney who cares — about her clients and her community. Her professional and personal philosophy includes giving back in ways that make a meaningful difference to the local and global communities to which she dedicates her practice. Vinita is a firm believer in Gandhi's idea of "being the change you want to see in the world."

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APABACO

COLUMBUS COUNCIL ON

# Make it Professionally Personal

DO!

The screenshot shows a web browser window with the URL [www.marquelawyers.com.au/who-we-are/the-team/nathan-mattock](http://www.marquelawyers.com.au/who-we-are/the-team/nathan-mattock). The website has a dark theme. The Marquee logo is in the top left. A navigation bar at the top right includes links: WHAT WE DO / THE DIFFERENCE / OUR CLIENTS / WHO WE ARE / WORK WITH US / GET IN TOUCH / SOAP BOX / THE TEAM. The main content area is divided into two columns. The left column lists the law firm's team members, with Nathan Mattock highlighted in red text. The right column features a profile for Nathan Mattock, including a photo, a bio, and contact information. A 'CV PDF' download link is also present. Social media icons for Twitter and LinkedIn are at the bottom right.

**MARQUE**

**LAW, DONE DIFFERENTLY**

WHAT WE DO / THE DIFFERENCE / OUR CLIENTS / WHO WE ARE / WORK WITH US / GET IN TOUCH / SOAP BOX / THE TEAM /

Aaron McKenzie LAWYER (ALMOST)  
Amber Sharp PARTNER  
Christopher Toole SENIOR ASSOCIATE  
Damian Sturzaker PARTNER  
Daphne Aung Koffel SENIOR ASSOCIATE  
Emma Johnsen LAWYER  
Enjel Phoon PARTNER  
Hannah Dobies LAWYER  
Hannah Marshall SENIOR ASSOCIATE  
Isabella Dickson LAWYER  
James True LAWYER  
Jennifer Tetstall LAWYER  
Jessica Vartuli SENIOR ASSOCIATE  
John Oddy LAWYER  
Justin Cudmore PARTNER  
Kiera Peacock SENIOR ASSOCIATE  
Kim Middleton PARTNER  
Kim Nguyen LAWYER  
Kristy Dixon PARTNER  
Kyra Edwards PARALEGAL  
Liam Rogers LAWYER  
Louise Rumble SENIOR ASSOCIATE  
Michael Bradley MANAGING PARTNER  
**Nathan Mattock PARTNER**  
Rachel Kong LAWYER  
Simone Tierney PARTNER  
Stephanie Erian LAWYER  
Wesley Rogers SENIOR ASSOCIATE

## NATHAN MATTOCK

After a string of high profile cases involving telecommunications giants and umm, adult content, Nathan would be famous enough as a major case litigator even without the three High Court cases he's run and his appearance on TODAY where he delivered the immortal quote "It's game over, Sony." Nathan's experience encompasses intellectual property, franchising and a wide variety of contract claims. Clients love him because he's commercial, confident, fast and entirely entertaining.

But that's just the public story. Behind the scenes, Nathan remains the class clown he has obviously been since kindy, the kid who sends bogus emails from other partners' desks, who maintains an eclectic collection of bizarrely bad taste "trinkets" from his trips, the world's worst (but most enthusiastic) break dancer and the start and finish of every party. If we were the Spice Girls, he'd be the fun but annoying one.

Direct line: +612 8216 3003  
Mobile: +61 400 887 033  
Email: [nathanm@marquelawyers.com.au](mailto:nathanm@marquelawyers.com.au)

CV PDF

Twitter / LinkedIn



# Make it Professionally Personal

DO!

The screenshot shows a web browser window with the URL [www.marquelawyers.com.au/who-we-are/the-team/nathan-mattock](http://www.marquelawyers.com.au/who-we-are/the-team/nathan-mattock). The website has a dark theme with the 'MARQUE' logo in the top left. A navigation bar at the top right includes links: WHAT WE DO / THE DIFFERENCE / OUR CLIENTS / WHO WE ARE / WORK WITH US / GET IN TOUCH / SOAP BOX / THE TEAM / (which is highlighted). Below the navigation bar, there is a list of team members on the left: Aaron McKenzie (LAWYER (ALMOST)), Amber Sharp (PARTNER), Christopher Toole (SENIOR ASSOCIATE), Damian Sturzaker (PARTNER), Daphne Aung Koffel (SENIOR ASSOCIATE), and Emma Johnson (LAWYER). The main content area features a profile for Nathan Mattock, including a photo and the text 'After a string of high profile cases involving'. A large text box is overlaid on the page, containing a detailed bio of Nathan. At the bottom of the profile section, contact information is provided: Mobile: +61 400 887 033 and Email: [nathanm@marquelawyers.com.au](mailto:nathanm@marquelawyers.com.au). A 'CV PDF' button is also visible. Social media icons for Twitter and LinkedIn are at the bottom right.

**NATHAN MATTOCK**

After a string of high profile cases involving

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Mobile: +61 400 887 033  
Email: [nathanm@marquelawyers.com.au](mailto:nathanm@marquelawyers.com.au)

CV PDF

# Make it Professionally Personal\*

**DO!**

**Veterans Providing Legal Services to the Lowcountry & Worldwide**

**Frampton L. Harper, II, Esq.**

Raised in Beaufort, Mr. Harper is a graduate of Mossy Oaks Elementary School and Beaufort Academy. Upon graduation from high school in 1985, Mr. Harper enrolled at the Washington and Lee University. He played guard for the men's basketball team and was a multi-year letterman. He also was awarded an ROTC Scholarship while a undergraduate student in Lexington, Virginia. The summer before his senior year, he completed both the Army ROTC Advanced Camp in Fort Bragg, North Carolina and the Airborne Course at Fort Benning, Georgia.

In 1989, Mr. Harper graduated with a Bachelors of Science Degree in Business Administration, cum laude, and was commissioned a Second Lieutenant in the United States Army Reserves. He completed the Officer Basic School in Hampton, Virginia in 1990, and relocated to Columbia, South Carolina, enrolling in the University of South Carolina School of Law.

While in Law School, Mr. Harper completed certification training as a Volunteer Guardian Ad Litem and was a volunteer coach for church league basketball. Mr. Harper was employed part-time by David Whitener, Esquire, a practicing attorney in Columbia and also an adjunct professor of Real Estate Law.

Upon graduation and sitting for the South Carolina Bar Exam, Mr. Harper returned to Beaufort, South Carolina and joined the firm Harper and Harper, founded by his grandfather (USC Law, '33) and father (USC Law, '63). Mr. Harper was honorably discharged from the Army Reserves in 1997, having attained the rank of Captain.

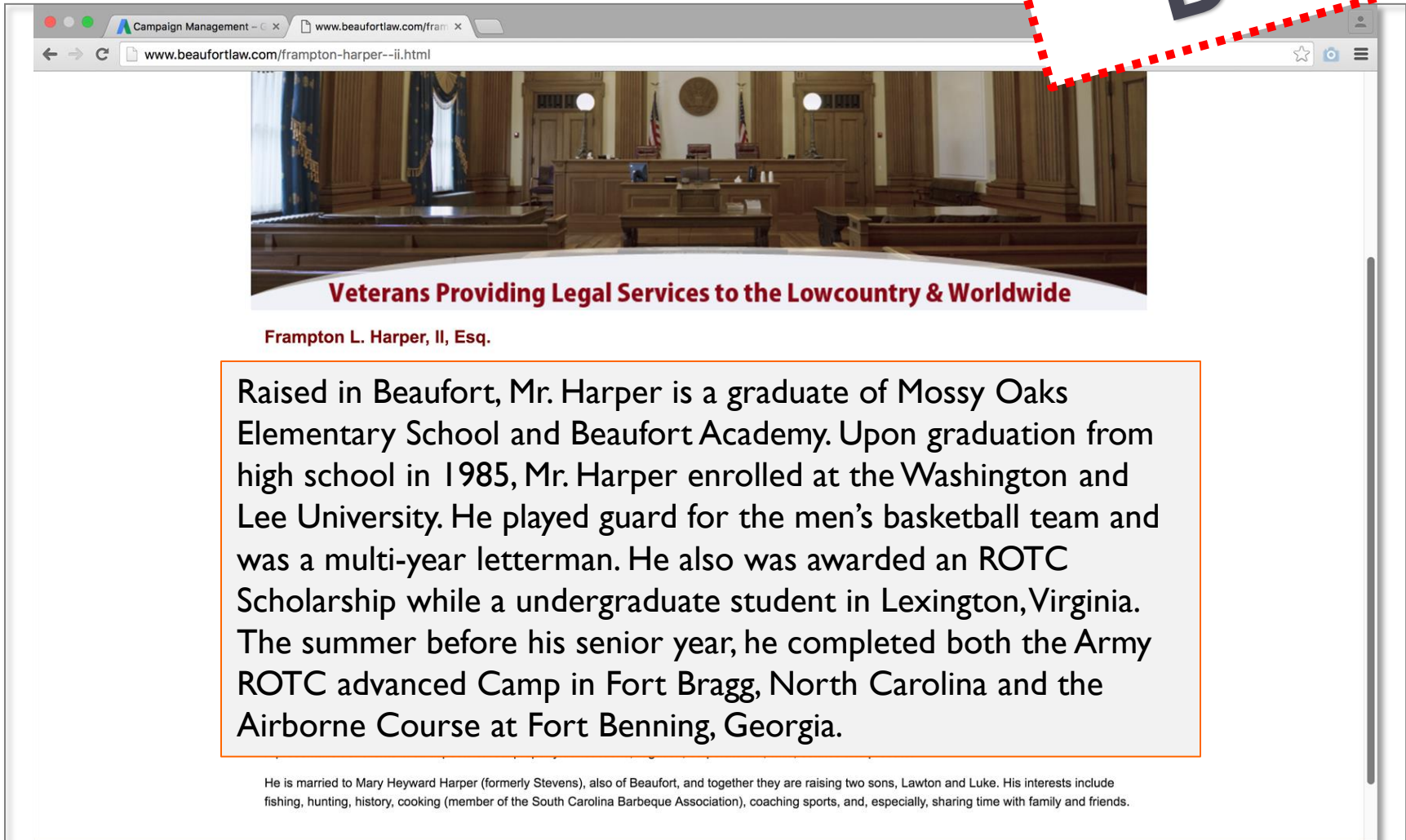
In 2009, Mr Harper merged with the Law Office of J. Thomas Mikell and Weidner and Wegmann to form the Law Offices of Mikell, Weidner, Wegmann & Harper, LLC. Mr. Harper is admitted to practice in the State & Federal Courts of South Carolina, and is a member of the South Carolina and Beaufort Bar Associations. Mr. Harper also is a Certified Guardian Ad Litem, has volunteered with CAPA, the YMCA, Sea Island Rotary and other volunteer organizations.

Mr. Harper describes himself as a "community lawyer", his practice being grown through personal relationships with and referrals by friends in the wider Beaufort Community, a community in which, as he says, "he was blessed to have been welcomed and raised." The focus of Mr. Harper's practice entails the representation of clients in all aspects of real property transactions, litigation, corporate law, wills, estates and probate.

He is married to Mary Heyward Harper (formerly Stevens), also of Beaufort, and together they are raising two sons, Lawton and Luke. His interests include fishing, hunting, history, cooking (member of the South Carolina Barbeque Association), coaching sports, and, especially, sharing time with family and friends.

# Make it Professionally Personal\*

**DO!**



The screenshot shows a web browser window with the address bar displaying [www.beaufortlaw.com/frampton-harper-ii.html](http://www.beaufortlaw.com/frampton-harper-ii.html). The page content includes a large photograph of a courtroom interior. Below the photo is the heading **Veterans Providing Legal Services to the Lowcountry & Worldwide** and the name **Frampton L. Harper, II, Esq.**. A bio section, enclosed in an orange border, reads: "Raised in Beaufort, Mr. Harper is a graduate of Mossy Oaks Elementary School and Beaufort Academy. Upon graduation from high school in 1985, Mr. Harper enrolled at the Washington and Lee University. He played guard for the men's basketball team and was a multi-year letterman. He also was awarded an ROTC Scholarship while a undergraduate student in Lexington, Virginia. The summer before his senior year, he completed both the Army ROTC advanced Camp in Fort Bragg, North Carolina and the Airborne Course at Fort Benning, Georgia." At the bottom of the page, a small paragraph states: "He is married to Mary Heyward Harper (formerly Stevens), also of Beaufort, and together they are raising two sons, Lawton and Luke. His interests include fishing, hunting, history, cooking (member of the South Carolina Barbeque Association), coaching sports, and, especially, sharing time with family and friends."



# Only YOU Can Save a Bio

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## Roadblocks

Legalese, parentheses, semicolons



# Remove Reader Roadblocks

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## Roadblocks

Legalese, parentheses, semicolons



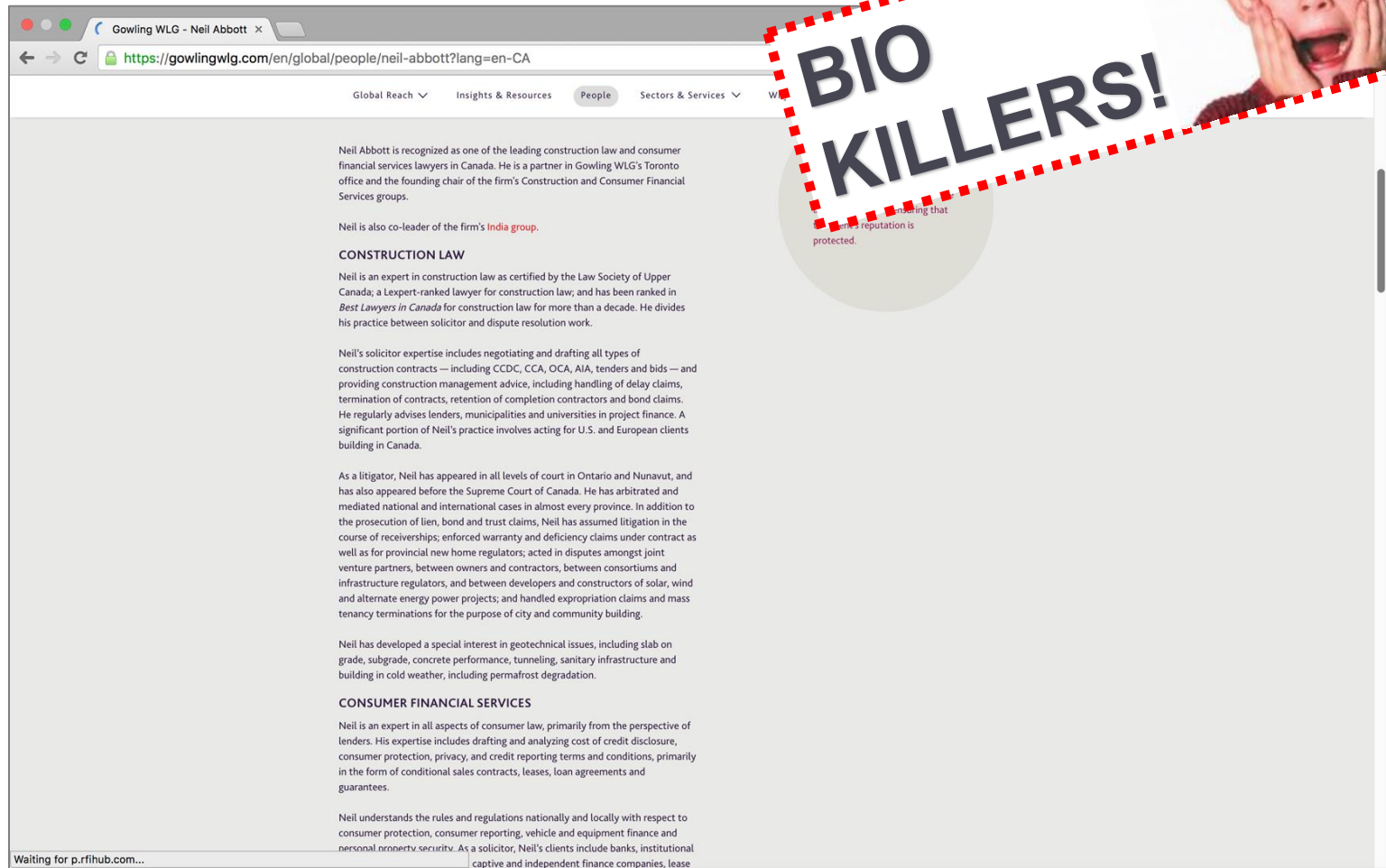
Her experience further includes negotiating and drafting (including AIA modifications) construction contracts and related management agreements, subcontracts and agreements for provision of architectural and engineering service for public and private projects throughout the United States. In addition, Ms. Smith represents solar energy providers in connection with solar energy and water harvesting projects located in various states and is involved in documenting and negotiating agreements related thereto, including solar power purchase, lease and sublease agreements, solar easements, and master engineering procurement and construction agreements.

# Don't Become Marcia, Marcia, Marcia





# Don't Become Marcia, Marcia, Marcia



Gowling WLG - Neil Abbott

https://gowlingwlg.com/en/global/people/neil-abbott?lang=en-CA

Global Reach Insights & Resources People Sectors & Services

Neil Abbott is recognized as one of the leading construction law and consumer financial services lawyers in Canada. He is a partner in Gowling WLG's Toronto office and the founding chair of the firm's Construction and Consumer Financial Services groups.

Neil is also co-leader of the firm's India group.

**CONSTRUCTION LAW**

Neil is an expert in construction law as certified by the Law Society of Upper Canada; a Lexpert-ranked lawyer for construction law; and has been ranked in *Best Lawyers in Canada* for construction law for more than a decade. He divides his practice between solicitor and dispute resolution work.

Neil's solicitor expertise includes negotiating and drafting all types of construction contracts — including CCDC, CCA, OCA, AIA, tenders and bids — and providing construction management advice, including handling of delay claims, termination of contracts, retention of completion contractors and bond claims. He regularly advises lenders, municipalities and universities in project finance. A significant portion of Neil's practice involves acting for U.S. and European clients building in Canada.

As a litigator, Neil has appeared in all levels of court in Ontario and Nunavut, and has also appeared before the Supreme Court of Canada. He has arbitrated and mediated national and international cases in almost every province. In addition to the prosecution of lien, bond and trust claims, Neil has assumed litigation in the course of receiverships; enforced warranty and deficiency claims under contract as well as for provincial new home regulators; acted in disputes amongst joint venture partners, between owners and contractors, between consortiums and infrastructure regulators, and between developers and constructors of solar, wind and alternate energy power projects; and handled expropriation claims and mass tenancy terminations for the purpose of city and community building.

Neil has developed a special interest in geotechnical issues, including slab on grade, subgrade, concrete performance, tunneling, sanitary infrastructure and building in cold weather, including permafrost degradation.

**CONSUMER FINANCIAL SERVICES**

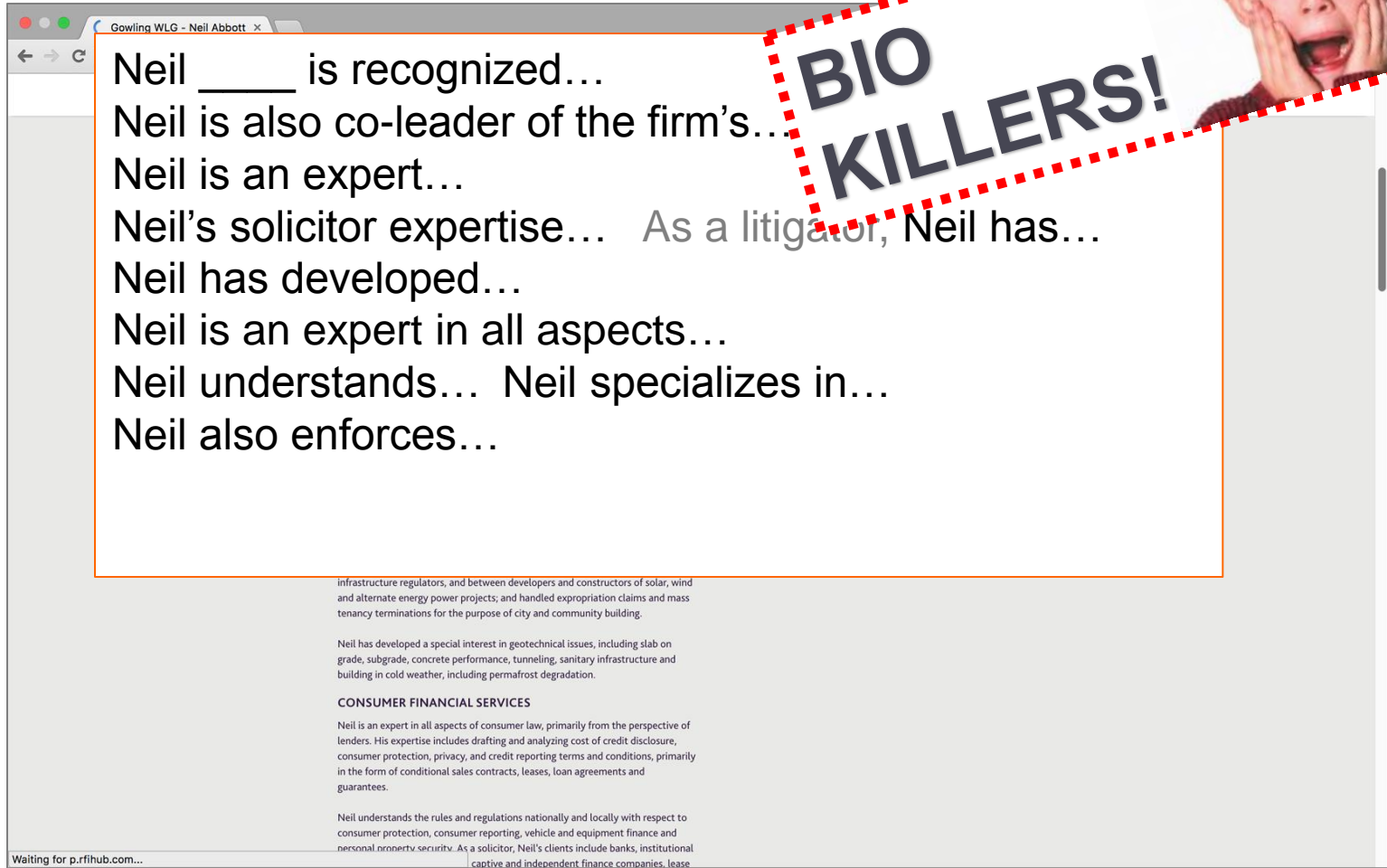
Neil is an expert in all aspects of consumer law, primarily from the perspective of lenders. His expertise includes drafting and analyzing cost of credit disclosure, consumer protection, privacy, and credit reporting terms and conditions, primarily in the form of conditional sales contracts, leases, loan agreements and guarantees.

Neil understands the rules and regulations nationally and locally with respect to consumer protection, consumer reporting, vehicle and equipment finance and personal property security. As a solicitor, Neil's clients include banks, institutional captive and independent finance companies, lease

BIO KILLERS!

Waiting for p.r.fihub.com...

# Don't Become Marcia, Marcia, Marcia



Gowling WLG - Neil Abbott x

Neil \_\_\_\_\_ is recognized...  
Neil is also co-leader of the firm's...  
Neil is an expert...  
Neil's solicitor expertise... As a litigator, Neil has...  
Neil has developed...  
Neil is an expert in all aspects...  
Neil understands... Neil specializes in...  
Neil also enforces...

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Waiting for p.r.fihub.com...

# Don't Bury the Lede



Office: Washington, DC  
Phone: 202-555-1212  
Email: [alsmith@dch-law.com](mailto:alsmith@dch-law.com)

**Wendy Smith, Partner**

**Ms. Smith** received her JD from George Washington University and is a lawyer in the firm's IP group. She has been with the firm since law school, focusing on intellectual property matters. She is an active member of the DC Bar and regularly publishes articles and speaks on issues relating to her practice. Ms. Smith has filed many patents for her clients in a variety of fields.


[CLIENTS](#) [HIGHLIGHTS](#) [COMMUNITY](#)

**BIO KILLERS!**

New York University cum laude, 1994

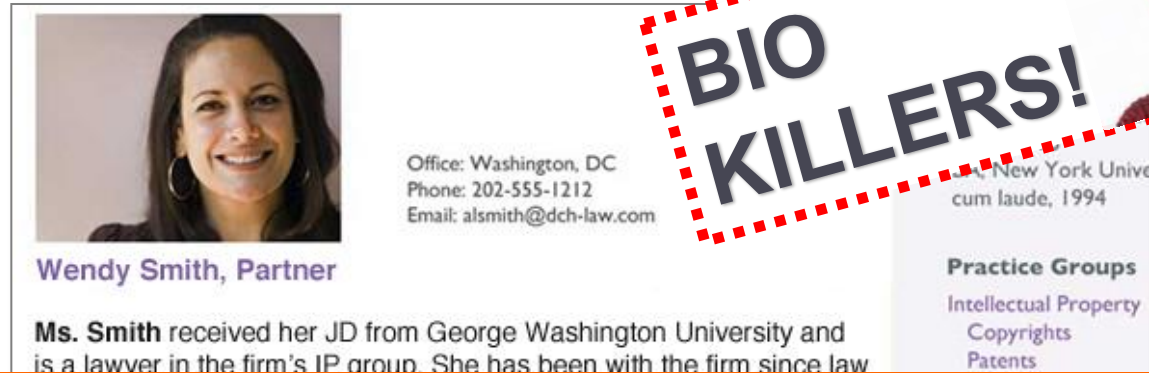
**Practice Groups**

- Intellectual Property
- Copyrights
- Patents
- Trademarks





# Don't Bury the Lede

The image is a composite. On the left is a professional headshot of a woman with dark hair, smiling. To her right is a text block containing her contact information: 'Office: Washington, DC', 'Phone: 202-555-1212', and 'Email: alsmith@dch-law.com'. Below the photo is the text 'Wendy Smith, Partner'. Further down is a paragraph starting with 'Ms. Smith received her JD from George Washington University and is a lawyer in the firm's IP group. She has been with the firm since law school, focusing on intellectual property matters. She is an active member of the DC Bar and regularly publishes articles and speaks on issues relating to her practice. Ms. Smith has filed many patents for her clients in a variety of fields.' To the right of this text is a vertical list under the heading 'Practice Groups' with items 'Intellectual Property', 'Copyrights', and 'Patents'. Overlaid on the right side of the bio is a red dashed rectangular box containing the text 'BIO KILLERS!' in large, bold, black letters. To the right of this box is a small image of a young boy with a shocked expression, his hands on his cheeks.

Ms. Smith received her JD from George Washington University and is a lawyer in the firm's IP group. She has been with the firm since law school, focusing on intellectual property matters. She is an active member of the DC Bar and regularly publishes articles and speaks on issues relating to her practice. Ms. Smith has filed many patents for her clients in a variety of fields.

# Don't Bury the Lede



**Wendy Smith, Partner**

Office: Washington, DC  
Phone: 202-555-1212  
Email: [alsmith@dch-law.com](mailto:alsmith@dch-law.com)

**Wendy Smith** has handled over 200 cases before the United States Patent & Trade Office (USPTO) and filed nearly a thousand patent applications. As a lawyer in DCH's [IP Practice Group](#), she helps clients with a range of patent filings for technical, medical, pharma, and business processes.

Wendy also edits DCH's USPTO Blog. In the Sept 5, 2015 issue, she wrote about successfully [managing the patent maze](#).

CLIENTS

HIGHLIGHTS

COMMUNITY

## Highlights

> Chosen for *Washington's Women to Watch* for three consecutive years (2013-2015)

**BIO  
KILLERS!**



BA, New York University  
cum laude, 1994

## Practice Groups

Intellectual Property  
Copyrights  
Patents  
Trademarks

# Don't Bury the Lede



Wendy Smith, Partner

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Phone: 202-555-1212  
Email: [alsmith@dch-law.com](mailto:alsmith@dch-law.com)

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Practice Groups  
Intellectual Property



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## Highlights

- ▶ Named one of *Washington's Women to Watch* for three consecutive years (2013-2015)



## Bragging Rights and Wrongs

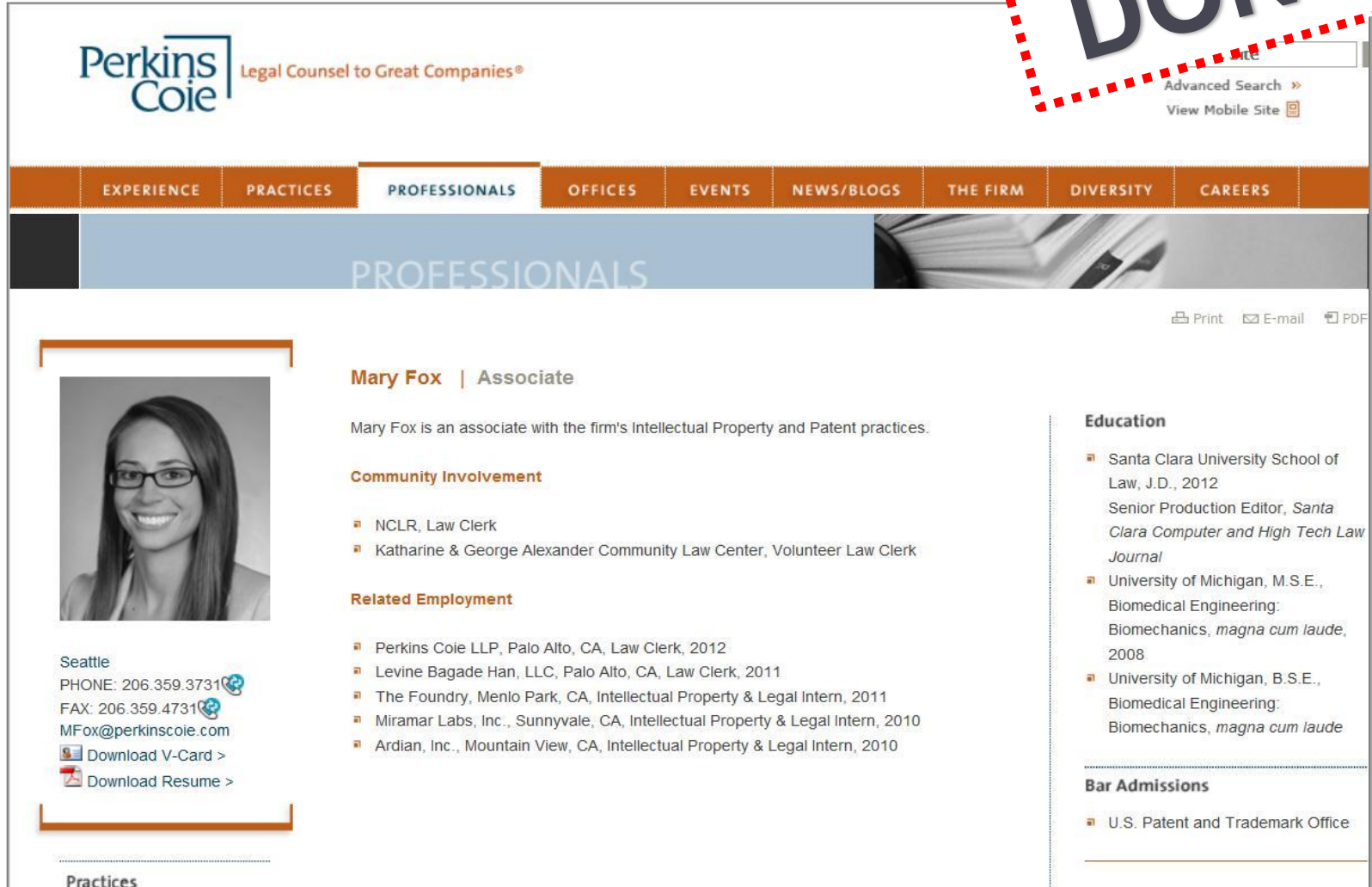
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Mr. Jones and his litigation teams **have not lost a trial, arbitration, or other case-dispositive motion in more than a decade.** During this same period and **for each case not settled following decision,** Mr. Jones and his team have been **affirmed on appeal.** He is also a certified mediator and has substantial experience mediating and arbitrating IP disputes.

# Avoid the K-JD Syndrome

**DON'T!**



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**PROFESSIONALS**

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**Mary Fox | Associate**

Mary Fox is an associate with the firm's Intellectual Property and Patent practices.

**Community Involvement**

- NCLR, Law Clerk
- Katharine & George Alexander Community Law Center, Volunteer Law Clerk

**Related Employment**

- Perkins Coie LLP, Palo Alto, CA, Law Clerk, 2012
- Levine Bagade Han, LLC, Palo Alto, CA, Law Clerk, 2011
- The Foundry, Menlo Park, CA, Intellectual Property & Legal Intern, 2011
- Miramar Labs, Inc., Sunnyvale, CA, Intellectual Property & Legal Intern, 2010
- Ardian, Inc., Mountain View, CA, Intellectual Property & Legal Intern, 2010

**Education**

- Santa Clara University School of Law, J.D., 2012  
Senior Production Editor, *Santa Clara Computer and High Tech Law Journal*
- University of Michigan, M.S.E., Biomedical Engineering: Biomechanics, *magna cum laude*, 2008
- University of Michigan, B.S.E., Biomedical Engineering: Biomechanics, *magna cum laude*

**Bar Admissions**

- U.S. Patent and Trademark Office

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MFox@perkinscoie.com  
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**Practices**

# Dig for the Experience

DO!

Home > Professionals > Mary Fox



MARY FOX ASSOCIATE

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VCARD • EMAIL

OVERVIEW

Mary Fox is an associate with the firm's Patent practice and focuses on the medical device industry. She has specific experience in working with emerging companies in the areas of patent preparation and prosecution, as well as investor and company side IP due diligence and strategic patent portfolio analysis. In addition to medical devices, Mary is familiar with a wide range of technologies, including clean technologies, semiconductors, and other mechanical and electromechanical technologies. She is a member of the Women in BIO Organization and has participated in the Bay Area Medical Device Industry Association.

Additionally, she has represented pro bono clients in domestic violence and family law matters.

Professional Leadership ▾

- Women in Bio Organization, Seattle Branch, Board Member

Areas of Focus ▾

PRACTICES

- Intellectual Property
- Patent

INDUSTRIES

- Biotechnology & Pharmaceutical
- Semiconductor

Bar and Court Admissions ▸



# Meta Matters

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**DO!**

[The Law Office of Scott A. Klion, PLLC | Bio](#)

[klionlaw.com/scott-a-klion/](http://klionlaw.com/scott-a-klion/)

Bio. Experience and Expertise. Scott A. Klion has been negotiating and drafting ... The scope of Mr. Klion's expertise in commercial leasing extends to regional ...

# Meta Matters

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[klionlaw.com/scott-a-klion/](http://klionlaw.com/scott-a-klion/)

Lawyer for landlords & tenants in lease, construction, operation of retail stores, and office facilities. Handles straightforward to very complex transactions.

# Meta Matters

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## Encinitas man accused in \$18 million hedge fund fraud ...

[www.sandiegouniontribune.com/.../encinitas-man-accused-in-18-million...](http://www.sandiegouniontribune.com/.../encinitas-man-accused-in-18-million...) ▼

Sep 16, 2006 - The allegations are listed in a 16-page **SEC** complaint filed Thursday ...

**Scott F. Klion**, 38, has been reprimanded twice by the **SEC**, including ...

## Tracking Down The Real Internet Crooks Capital ...

[www.everyjoe.com/.../tracking-down-the-real-internet-crooks-capital-en...](http://www.everyjoe.com/.../tracking-down-the-real-internet-crooks-capital-en...) ▼

Oct 24, 2007 - Klion was also named as the primary defendant in **SEC v. Scott Klion**, d/b/a Cen-Tex Alchemy Guild, et al. No. 6:98-CV-186, USDC. Another ...



# On-Point Bios

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## DO Hook Readers Up Front

- Value the real estate, a prized nutshell in <100 words
- Use memorable and engaging language

## DON'T Bore Readers

- Check for overused phrases, clichés
- Avoid Mad Libs, generic approaches

**TAKE-AWAY**

# On-Point Bios

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- ▶ **DO** Rightsize the Info
  - Use design – tabs, more prompts, white space
  - Use writing – bullets, subheads, pull quotes
  - Adapt for RFPs, LinkedIn, social media, bio requests
- ▶ **DO** Be a Name Dropper (With client approval, of course!)
  - Speak volumes with specifics
  - Address your audience
  - Add personality and authenticity

**TAKE-AWAY**

## On-Point Bios

---

- ▶ **DO** Avoid K-JD Syndrome  
Dig for the experience
- ▶ **DO** Write a Meta Description  
Use to control how Google describes lawyer  
Reinforce how attorney fixes client's pain  
Differentiate common names

**TAKE-AWAY**

# Only YOU Can Save a Bio

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## Reader Roadblocks

Legalese, parentheses, semicolons

## Marcia, Marcia, Marcia

Vary sentences and paragraphs

## Burying the Lede

Avoid scavenger hunts

## Bragging Rights and Wrongs

Tread lightly and cautiously





## Our Contact Info

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