

The
LEGAL
500
UNITED STATES

The clients' guide to national law firms

Editorial submission request –
MEDIA, TECHNOLOGY AND TELECOMS 2016

You can also download submission guidelines on **Antitrust; Dispute resolution; Finance; Government; Industry focus; Intellectual property; Investment fund formation and management; Labor and employment; M&A/corporate and commercial; Real estate and construction; and Tax** from
www.legal500.com/assets/pages/about-us/get-involved.html

**When preparing submissions,
remember that:**

NATIONAL: The Legal 500 focuses solely on national practices (it is not a state-by-state analysis of local markets)

ELITE: In the 2015 edition, The Legal 500 ranked just 307 firms, all operating at a national level

Your submission should therefore focus on national areas of practice, where the firm is a clear market-leader.

MEDIA, TECHNOLOGY AND TELECOMS
Editorial submission request

We will soon be starting research for the 2016 edition of *The Legal 500 United States*, and invite you to provide us with editorial submissions along the attached guidelines.

Submissions should reach us no later than **Wednesday 18 November 2015**.

I would remind you that firms appear in the editorial sections of *The Legal 500* free of charge. Any queries regarding directory listings (ie paid-for entries) should be addressed to **Amy McDermott**, email amy.mcdermott@legal500.com, or **Darren Clarke**, email darren.clarke@legal500.com.

If you have any queries, please email the address below, although you may first wish to check the FAQs at: www.legal500.com/assets/images/research/us2016/faqs.pdf.

Yours sincerely



Seth Singh Jennings

Editor, The Legal 500 United States

sethsj@legal500.com

TIMETABLE

Referees should reach us no later than Wednesday 18 November 2015

Editorial submissions should reach us no later than Wednesday 18 November 2015

Follow-up research will be conducted by telephone interviews between 30 November 2015 and 22 January 2016

Details of the researchers will be posted on our website shortly before research begins at www.legal500.com/assets/pages/about-us/get-involved.html

When preparing submissions, remember that:

NATIONAL: The Legal 500 focuses solely on national practices (it is not a state-by-state analysis of local markets)

ELITE: In the 2015 edition, The Legal 500 United States ranked just 307 firms, all operating on a national level

Your submission should therefore focus on national areas of practice where the firm is a clear market-leader.

MEDIA, TECHNOLOGY AND TELECOMS

Editorial submission request

Submissions by practice area

The editorial of *The Legal 500* is structured by practice area. Submissions should include the following information in order:

- 1) Feedback
- 2) Contact details
- 3) Referees
- 4) Detailed work highlights
- 5) Team information

TIMETABLE

Referees should reach us no later than Wednesday 18 November 2015

Editorial submissions should reach us no later than Wednesday 18 November 2015

Follow-up research will be conducted by telephone interviews between 30 November 2015 and 22 January 2016

Details of the researchers will be posted on our website shortly before research begins at www.legal500.com/assets/pages/about-us/get-involved.html

When preparing submissions, remember that:

NATIONAL: The Legal 500 focuses solely on national practices (it is not a state-by-state analysis of local markets)

ELITE: In the 2015 edition, The Legal 500 United States ranked just 307 firms, all operating on a national level

Your submission should therefore focus on national areas of practice where the firm is a clear market-leader.

MEDIA, TECHNOLOGY AND TELECOMS

Editorial submission request

Confidentiality

We will assume that all information provided to us is not confidential and may be referred to in the editorial, unless you indicate otherwise. Please identify clearly all areas of confidential information – specifically client names, deal or case values in every individual mention, or other details – by marking that information **CONFIDENTIAL**, in bold and upper case.

Sending submissions

- Please email your submission to editorial@legal500.com.
- Please mark the subject line as follows:
US/Practice area/firm name

eg **US/Media, technology and telecoms/Smith & Jones LLP**
- You should also send an Excel spreadsheet of referees relating to the practice area (see page 4). Please note, the deadline for submitting client referees is 18 November 2015.
- Please ensure you send your submissions in by the deadline. The timetable for the research will be adhered to rigorously.

TIMETABLE

Referees should reach us no later than Wednesday 18 November 2015

Editorial submissions should reach us no later than Wednesday 18 November 2015

Follow-up research will be conducted by telephone interviews between 30 November 2015 and 22 January 2016

Details of the researchers will be posted on our website shortly before research begins at www.legal500.com/assets/pages/about-us/get-involved.html

When preparing submissions, remember that:

NATIONAL: The Legal 500 focuses solely on national practices (it is not a state-by-state analysis of local markets)

ELITE: In the 2015 edition, The Legal 500 United States ranked just 307 firms, all operating on a national level

Your submission should therefore focus on national areas of practice where the firm is a clear market-leader.

MEDIA, TECHNOLOGY AND TELECOMS

Editorial submission request

Detailed submission guidelines

For each practice area, please provide the following:

Feedback on the 2015 edition

Do you agree with the ratings the practice received in the editorial and ranking of the 2015 edition? This is the starting point for the research, so firms are encouraged to provide feedback, including advising as to a suggested ranking for the forthcoming edition. (Please bear in mind that firms are ranked alphabetically within tiers).

Contact details

Please provide contact details for the person we should contact to arrange to follow up on the submission, ie contact name, position, email address and telephone number.

Referees (separate document)

Please provide a list of referees we can contact for feedback. You can provide as many referees as you wish. The list should preferably contain both longstanding clients and more recent client gains, lawyers who have referred work to the team, and counsel who can attest to the quality of work the firm provides.

Referees MUST be provided in a separate document – please use the Referee template at:

www.legal500.com/assets/pages/about-us/get-involved.html

For more information about how to fill in the referee spreadsheets, please read the guideline document at

www.legal500.com/assets/images/research/us2016/referees_explained.pdf

TIMETABLE

Referees should reach us no later than Wednesday 18 November 2015

Editorial submissions should reach us no later than Wednesday 18 November 2015

Follow-up research will be conducted by telephone interviews between 30 November 2015 and 22 January 2016

Details of the researchers will be posted on our website shortly before research begins at www.legal500.com/assets/pages/about-us/get-involved.html

When preparing submissions, remember that:

NATIONAL: The Legal 500 focuses solely on national practices (it is not a state-by-state analysis of local markets)

ELITE: In the 2015 edition, The Legal 500 United States ranked just 307 firms, all operating on a national level

Your submission should therefore focus on national areas of practice where the firm is a clear market-leader.

MEDIA, TECHNOLOGY AND TELECOMS

Editorial submission request

Detailed work highlights

(All work referred to should fall between December 2014 and November 2015)

Please provide details of up to 10 transactions, cases or other instructions for each practice area only which the firm considers to be significant and which indicate the team's range of recent expertise. In each instance, please identify the firm's role and indicate which partner(s) led the advice.

If you would like to supply additional highlights, please do so in bullet point form at the bottom of the document.

You are also encouraged to elaborate in order to put each transaction/case/instruction in context, rather than simply listing the matter in question. For example, why was the work important; what was the innovative nature of the deal; why is your practice uniquely placed to carry out the work, etc? At least one matter should be cleared for publication.

You may wish to provide, in addition, a more general indication of work handled in the course of the year, and may also identify other highlights of the year, for example new client gains or panel appointments. Also useful to researchers are lists of active key clients and panel memberships, and any hard facts that can be provided to put the practice in context; for example, for transactional practice areas, consideration will be given to the total number of deals handled and the aggregate deal value for the year.

The focus of the research is on recent work. If, however, you think older work is significant – or would help us better to understand the nature of the practice – then please do mention it and explain why it is of interest. Other background information may also be provided. However firms should be warned against overloading the submission with details unlikely to assist researchers.

Please do not provide partner profiles/CVs in the submission.

The
**LEGAL
500**
UNITED STATES

TIMETABLE

Referees should reach us no later than Wednesday 18 November 2015

Editorial submissions should reach us no later than Wednesday 18 November 2015

Follow-up research will be conducted by telephone interviews between 30 November 2015 and 22 January 2016

Details of the researchers will be posted on our website shortly before research begins at www.legal500.com/assets/pages/about-us/get-involved.html

When preparing submissions, remember that:

NATIONAL: The Legal 500 focuses solely on national practices (it is not a state-by-state analysis of local markets)

ELITE: In the 2015 edition, The Legal 500 United States ranked just 307 firms, all operating on a national level

Your submission should therefore focus on national areas of practice where the firm is a clear market-leader.

The clients' guide to national law firms

MEDIA, TECHNOLOGY AND TELECOMS

Editorial submission request

Team information

Please identify:

- Head of team (including job title, email address, and telephone number)
- Partners who spend more than 50% of their time working in the practice area
- Number of other partners in the team
- Number of associates/assistants in team
- Significant recent arrivals and departures
- Office location of all individuals named
- New partner promotions and partner/counsel hires (with date of promotion/arrival, and previous firm if applicable)

TIMETABLE

Referees should reach us no later than Wednesday 18 November 2015

Editorial submissions should reach us no later than Wednesday 18 November 2015

Follow-up research will be conducted by telephone interviews between 30 November 2015 and 22 January 2016

Details of the researchers will be posted on our website shortly before research begins at www.legal500.com/assets/pages/about-us/get-involved.html

When preparing submissions, remember that:

NATIONAL: The Legal 500 focuses solely on national practices (it is not a state-by-state analysis of local markets)

ELITE: In the 2015 edition, The Legal 500 United States ranked just 307 firms, all operating on a national level

Your submission should therefore focus on national areas of practice where the firm is a clear market-leader.

MEDIA, TECHNOLOGY AND TELECOMS

Practice areas researched

DEADLINE: Wednesday 18 November 2015

The following practice areas will be covered in the editorial. Please refer to the editorial at www.legal500.com to see last year's rankings.

- Advertising and marketing
- Cyber law
- Technology: data protection and privacy
- Technology: outsourcing
- Technology: transactions
- Telecoms and broadcast: regulatory
- Telecoms and broadcast: transactional