



## UNITED STATES EDITORIAL SUBMISSION REQUEST

We will soon be starting research for the 2021 edition of *The Legal 500 US*, and invite you to provide us with editorial submissions according to the attached guidelines.

Client referees should reach us no later than **Wednesday November 25 2020**. No referee will be accepted after this date.

Submissions should reach us no later than **Wednesday November 25 2020**.

### **The following guidelines will help you to prepare a submission.**

Law firms appear in the editorial sections of *The Legal 500* free of charge. Any queries regarding directory listings (ie paid-for advertising entries) should be addressed to **Amy McDermott** (email [amy.mcdermott@legal500.com](mailto:amy.mcdermott@legal500.com)).

If you have any queries, please email the address below, although you may first wish to check the Frequently Asked Questions PDF at: [legal500.com/the-legal-500-submission-information/united-states-submissions](https://legal500.com/the-legal-500-submission-information/united-states-submissions).

Yours sincerely

Ian Deering  
Editor, The Legal 500 US  
[editorial@legal500.com](mailto:editorial@legal500.com)

#### TIMETABLE

Referees should reach us no later than  
Wednesday November 25 2020

Editorial submissions should  
reach us no later than  
Wednesday November 25 2020

Follow-up research will be conducted  
by telephone interviews from  
December 2020 to February 2021

Details of researchers will be posted  
on Monday November 30 2020 at:  
[legal500.com/the-legal-500-submission-information/united-states-submissions](https://legal500.com/the-legal-500-submission-information/united-states-submissions)



## UNITED STATES EDITORIAL SUBMISSION GUIDELINES

### Submissions by practice area

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

- 1) Client referees – provided in a separate Excel document
- 2) Introductory bullet points
- 3) Feedback about previous edition or market
- 4) Contact details
- 5) Team information
- 6) Leading individuals, next generation partners and rising stars
- 7) Detailed work highlights
- 8) List of active clients

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## Confidentiality

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All information provided to us may be published by all The Legal 500 and Legalease Ltd products, unless it is marked as confidential. Please identify clearly any confidential information – whether client names, deal or case values, or other details – by marking that information **CONFIDENTIAL**, in bold red and upper case. *Please use red typeface for all of the confidential information.*

Please avoid putting global confidentiality restrictions at the front of submissions. Please also try to be as clear as possible about what exactly is confidential; is it the case as a whole, the name of the client, or the issue/value at stake?

## Sending submissions

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- You can now use The Legal 500 Submissions site to send your Word document and accompanying client referee spreadsheets to our research team. Please go to **<https://submissions.legal500.com/wp-login.php>** and login for full instructions.
- You should also send a spreadsheet of client referees relating to the practice area in the same format (see page 5). Please note, the deadline for submitting client referees is 25 November 2020
- Please ensure you send your submissions in by the deadline. The timetable for the research will be adhered to rigorously

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## Detailed submission guidelines

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Please provide a separate document for each practice area. For each practice area, please provide the following:

### Introductory bullet points

Brief bullet points introducing key points about your practice. For example, mention hires and departures, tell us what you are best known for, point out a very significant case or deal. Avoid lengthy paragraphs and avoid unsubstantiated claims

### Feedback on the 2020 edition

Do you agree with the ratings the practice received in the editorial and ranking of the 2020 edition? Law firms are encouraged to provide brief feedback, including advising as to a suggested ranking for the forthcoming edition, based on evidence. (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

### Leading individuals, next generation partners and rising stars

The rankings in The Legal 500 focus on the bench strength of the teams within law firms. We have long highlighted pre-eminent individuals in our lists of leading lawyers and within the editorial, but in response to feedback from GCs, who often look at the team as a whole when choosing counsel, we will now be including lists of the US 'next generation' partners and 'rising star' associates. **For the 'rising stars' lists**, we encourage firms to include information in the submission about senior associates and counsel whom they feel make a material difference to the team's offering. This should include client referees and it should include credit given in the detailed work highlights. As a promoter of diversity and inclusion, we very much welcome nominations of women, visible minorities and other underrepresented groups.

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#### Team information

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Please avoid including extensive biographies. The information required here is as follows:

- Head of team (including job title, email address, and telephone number)
- Leading individuals in team – indicate areas of expertise
- Next generation partners – indicate length of legal practice and areas of expertise
- Rising stars (see above) – indicate position, length of legal practice and areas of expertise
- Significant recent arrivals and departures
- 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
- Include office location of all individuals named

#### Referees (separate document)

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Please provide a list of referees we can contact for feedback. All referees will be contacted by email. The list should preferably contain both longstanding referees and more recent client gains. Some junior referees can be more responsive than senior figures. 20 referees per practice area is a good minimum guideline, if possible. You may provide as many referees as you wish – we will contact all referees that are submitted on time. We may contact late referees, but we reserve the right to contact them at a much later date (or not at all). If a late referee has already been submitted on time, we will not contact them again

**Referees MUST be provided by November 25 2020 in a separate document – please use the client referee template at:**  
[legal500.com/the-legal-500-submission-information/united-  
states-submissions](https://legal500.com/the-legal-500-submission-information/united-states-submissions)

For more information about how to fill in the referee spreadsheets, please read the guideline document at  
[legal500.com/the-legal-500-submission-information/united-  
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UNITED STATES  
EDITORIAL SUBMISSION GUIDELINES

Detailed work highlights

**(All work referred to should fall between December 2019 and November 2020)**

Please provide details of up to 20 transactions, cases or other work only. These should be matters which the firm considers to be significant and which indicate the team's range of recent expertise. Try to reflect the breadth of the law firm's experience, not simply the biggest mandates. In each instance, please identify the firm's role, indicate which partner(s) led the advice and mention start/end dates. Please identify the client. You are also encouraged to elaborate briefly in order to put each transaction/case in context, rather than simply listing the matter in question. At least one matter should be cleared for publication.

You may also identify other highlights, for example new client gains. Also useful are 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 you think older work is significant – or would help us better to understand the practice – then please do mention it and explain why it is of interest

**Tip: If submitting in an area for the first time, it is recommended that you include several examples from the previous two years, as well as at least 10 new examples of work.**

Active clients

Providing a list of active key clients is a quick way to convey much useful information. **Identify new clients and indicate length of longstanding client relationships**



## UNITED STATES EDITORIAL SUBMISSION GUIDELINES

[Want to suggest a new area to cover?](#)

Email [editorial@legal500.com](mailto:editorial@legal500.com) setting out the case, including the following information:

- the practice area/s you would like to see introduced
- the parameters of the practice area/s as you would see it
- the reasons why you feel these new sections are merited
- 4 or 5 highlights of this type of work which your law firm has handled in the past 12 months
- a list of other law firms which are also active in this practice area (usefully including relevant contact details, in case we wish to contact them for their view too)

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