

US Law Firm Brand Index 2021

TOP 10

Rank	Change in Rank*	Law Firm	Index Score
1	↑ 1	KIRKLAND & ELLIS	100
2	↑ 1	LATHAM & WATKINS LLP	92
3	↓ 2	JONES DAY	90
4	— 0	Skadden <small>Skadden, Arps, Slate, Meagher & Flom LLP & Affiliates</small>	87
5	↑ 4	DLA PIPER	78
6	— 0	Morgan Lewis	72
7	↓ 2	SIDLEY	71
8	↓ 1	GIBSON DUNN	64
9	↓ 2	Baker McKenzie.	63
10	— 0	Hogan Lovells	52

Ranking 11–20

Rank	Change in Rank*	Law Firm	Index Score	Rank	Change in Rank*	Law Firm	Index Score
11	↑ 4	Reed Smith	47	=16	↑ 4	Littler Mendelson	41
=12	↑ 4	K&L Gates	44	18	↓ 1	Greenberg Traurig	40
=12	↑ 13	Ogletree Deakins	44	=19	↑ 10	Foley & Lardner	39
=14	↑ 18	King & Spalding	43	=19	↓ 5	Norton Rose Fulbright	39
=14	↓ 3	Mayer Brown	43	=19	↑ 10	Paul Weiss	39
=16	↑ 22	Faegre Drinker	41				

* Change from 2020 US Law Firm Brand Index.

Methodology

The Thomson Reuters Regional Law Firm Brand Indexes are all based on data compiled from Sharplegal 2020. Sharplegal is a comprehensive market research study of the global legal market across 55 countries with over 2,000 senior in-house counsel who have responsibility for buying legal services in organizations with revenues of \$50m and above.

The US Law Firm Brand Index 2021 is compiled of 746 interviews that were conducted with senior legal buyers in the US between January 2020 and December 2020.

The complete Sharplegal survey includes more than 50 questions about law firm brands, usage and market trends. Five of these questions were used to generate the US Law Firm Brand Index:

- Top of mind awareness
- Favorability
- Consideration for top-level litigation
- Consideration for major M&A
- Most used for high value work

This Index also takes into account the views of a further 159 non-US-based senior legal buyers who were asked which firms they used for their US-based legal needs.

Firms receive points per mention in each of these categories and are assigned a total points score. The firm with the most points sets the index at 100, and all other scores are calculated off of this.

Considerations

All interviews were undertaken in strict accordance with the rules governing best practice in research. No law firm or other third party had any involvement in selecting sample, analyzing or influencing responses or the Index rankings.






The sample is random across the US with all major industries and regions represented consistently allowing for reliable benchmarking. The non-US sample comes from senior legal buyers who sit outside the US including Canada, Latin America, UK, Europe, Middle East, Africa and Asia Pacific.

The Index is not a reflection of technical competence alone – it is a reflection of which firms are upper-most in clients' minds, whom they are most attracted to and whom they are most likely to give their work. How it changes over time is a reflection of which firms are doing a better job of making and maintaining a meaningful relevant impression with clients through experience, relationship development and taking an approach to market that really aligns with clients' goals and needs.

To learn more about the US Law Firm Brand Index or gain access to global legal market data to improve firm performance and sharpen your competitive edge, please contact acritas_research@tr.com

UK Law Firm Brand Index 2021

TOP 10

Rank	Change in Rank*	Law Firm	Index Score
1	↑ 1	 Pinsent Masons	100
2	↑ 1	EVERSHEDS SUTHERLAND	89
3	↑ 7	SLAUGHTER AND MAY	73
4	↑ 3	Linklaters	70
=5	↓ 4	 C/M/S/ Law Tax	66
=5	↑ 4	 HERBERT SMITH FREEHILLS	66
7	↑ 4	Baker McKenzie	60
8	↓ 3	 Freshfields Bruckhaus Deringer	59
9	↓ 3	CLIFFORD CHANCE	56
10	↓ 6	 DLA PIPER	55

Ranking 11–20

Rank	Change in Rank*	Law Firm	Index Score	Rank	Change in Rank*	Law Firm	Index Score
11	↑ 2	Squire Patton Boggs	44	16	↓ 4	Norton Rose Fulbright	31
12	↓ 4	Allen & Overy	39	=17	↓ 3	Addleshaw Goddard	29
13	↑ 7	Osborne Clarke	35	=17	↑ 2	Simmons & Simmons	29
14	↑ 1	Hogan Lovells	33	=19	↑ 2	Ashurst	26
15	↑ 1	Dentons	32	=19	↑ 13	Gowling WLG	26

* Change from 2020 UK Law Firm Brand Index.

Methodology

The Thomson Reuters Regional Law Firm Brand Indexes are all based on data compiled from Sharplegal 2020. Sharplegal is a comprehensive market research study of the global legal market across 55 countries with over 2,000 senior in-house counsel who have responsibility for buying legal services in organizations with revenues of \$50m and above.

The UK Law Firm Brand Index 2021 is compiled of 259 interviews that were conducted with senior legal buyers in the UK between January 2020 and December 2020.

The complete Sharplegal survey includes more than 50 questions about law firm brands, usage and market trends. Five of these questions were used to generate the UK Law Firm Brand Index:

- Top of mind awareness
- Favorability
- Consideration for top-level litigation
- Consideration for major M&A
- Most used for high value work

This Index also takes into account the views of a further 144 non-UK-based senior legal buyers who were asked which firms they used for their UK-based legal needs.

Firms receive points per mention in each of these categories and are assigned a total points score. The firm with the most points sets the index at 100, and all other scores are calculated off of this.

Considerations

All interviews were undertaken in strict accordance with the rules governing best practice in research. No law firm or other third party had any involvement in selecting sample, analyzing or influencing responses or the Index rankings.

The sample is random across the UK with all major industries and regions represented consistently allowing for reliable benchmarking. The non-UK sample comes from senior legal buyers who sit outside the UK including US, Canada, Latin America, Europe, Middle East, Africa and Asia Pacific.

The Index is not a reflection of technical competence alone – it is a reflection of which firms are upper-most in clients' minds, whom they are most attracted to and whom they are most likely to give their work. How it changes over time is a reflection of which firms are doing a better job of making and maintaining a meaningful relevant impression with clients through experience, relationship development and taking an approach to market that really aligns with clients' goals and needs.

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Mainland Europe Law Firm Brand Index 2021

TOP 5

1 **Baker
McKenzie.**

Change in Rank*: - 0

Index Score: 100

2  Freshfields Bruckhaus Deringer

Change in Rank*: ↑ 5

Index Score: 48

3 **Linklaters**

Change in Rank*: ↓ 1

Index Score: 44

4 **C L I F F O R D
C H A N C E**

Change in Rank*: ↑ 1

Index Score: 41

5  DLA PIPER

Change in Rank*: ↓ 1

Index Score: 37

Ranking 6–20

	Change in Rank*	Law Firm	Index Score
6	↓ 1	Allen & Overy	36
7	↓ 4	CMS	35
8	↑ 2	Dentons	33
9	↓ 1	White & Case	30
10	↓ 1	Hogan Lovells	28
11	↑ 5	Hengeler Mueller	18
12	- 0	Norton Rose Fulbright	17
13	↑ 6	BonelliErede	16
14	↑ 7	Cleary Gottlieb	15
=15	↓ 2	Bird & Bird	14
=15	↑ 1	Uria Menendez	14
17	↓ 6	Gleiss Lutz	12
18	↓ 2	Herbert Smith Freehills	11
=19	↑ 11	Ashurst	10
=19	↑ 6	Bredin Prat	10
=19	↓ 5	Eversheds Sutherland	10
=19	- 0	Garrigues	10
=19	↓ 5	Jones Day	10
=19	↑ 3	Latham & Watkins	10

* Change from 2019 Mainland Europe Law Firm Brand Index.

Methodology

The Thomson Reuters Regional Law Firm Brand Indexes are all based on data compiled from Sharplegal 2020. Sharplegal is a comprehensive market research study of the global legal market across 55 countries with over 2,000 senior in-house counsel who have responsibility for buying legal services in organizations with revenues of \$50m and above.

The Mainland Europe Law Firm Brand Index 2021 is compiled of 386 interviews that were conducted with senior legal buyers across key jurisdictions in the region (excl. UK) between October 2019 to October 2020. Seven of these questions were used to generate the Mainland Europe Law Firm Brand Index:

- Top of mind awareness
- Favorability
- Consideration for top-level litigation
- Consideration for major M&A
- Consideration for multi-jurisdictional litigation
- Consideration for multi-jurisdictional deals
- Most used for high value work

This Index also takes into account the views of a further 258 non-Mainland Europe-based senior legal buyers who were asked in which firms they used for their legal needs in any of key jurisdictions within Mainland Europe, outside of the country they were based in.

Firms receive points per mention in each of these categories and are assigned a total points score. The firm with the most points sets the index at 100, and all other scores are calculated off of this.

Considerations

All interviews were undertaken in strict accordance with the rules governing best practice in research. No law firm or other third party had any involvement in selecting sample, analyzing or influencing responses or the Index rankings.

The sample is random across the Mainland Europe with all major industries and regions represented consistently allowing for reliable benchmarking. The non-Mainland Europe sample comes from senior legal buyers who sit outside Mainland Europe including US, Canada, Latin America, UK, Middle East, Africa and Asia Pacific.

The Index is not a reflection of technical competence alone – it is a reflection of which firms are upper-most in clients' minds, whom they are most attracted to and whom they are most likely to give their work. How it changes over time is a reflection of which firms are doing a better job of making and maintaining a meaningful relevant impression with clients through experience, relationship development and taking an approach to market that really aligns with clients' goals and needs.

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Canada Law Firm Brand Index 2021

TOP 5

1 *Blakes*

Change in Rank*: - 0
Index Score: 100

2 **mccarthy
tetrault**

Change in Rank*: - 0
Index Score: 81

3 **OSLER**

Change in Rank*: - 0
Index Score: 71

4  **NORTON ROSE FULBRIGHT**

Change in Rank*: ↓ 1
Index Score: 67

5 **Stikeman Elliott**

Change in Rank*: ↑ 2
Index Score: 60

Ranking 6–20

Rank	Change in Rank*	Law Firm	Index Score
6	↓ 1	Torys	58
7	↓ 1	Fasken	55
8	- 0	Dentons	48
9	- 0	Borden Ladner Gervais (BLG)	46
10	↑ 1	Gowling WLG	34

* Change from 2020 Canadian Law Firm Brand Index.

Methodology

The Thomson Reuters Regional Law Firm Brand Indexes are all based on data compiled from Sharplegal 2020. Sharplegal is a comprehensive market research study of the global legal market across 55 countries with over 2,000 senior in-house counsel who have responsibility for buying legal services in organizations with revenues of \$50m and above.

The Canada Law Firm Brand Index is compiled of 253 interviews that were conducted with senior legal buyers in Canada between November 2019 and November 2020.

The complete Sharplegal survey includes more than 50 questions about law firm brands, usage and market trends. Five of these questions were used to generate the Canada Law Firm Brand Index:

- Top of mind awareness
- Favorability
- Consideration for top-level litigation
- Consideration for major M&A
- Most used for high value work

This Index also takes into account the views of a further 100 non-Canadian-based senior legal buyers who were asked which firms they used for their Canadian-based legal needs.

Firms receive points per mention in each of these categories and are assigned a total points score. The firm with the most points sets the index at 100, and all other scores are calculated off of this.

Considerations

All interviews were undertaken in strict accordance with the rules governing best practice in research. No law firm or other third party had any involvement in selecting sample, analyzing or influencing responses or the Index rankings.

The sample is random across Canada with all major industries and regions represented consistently allowing for reliable benchmarking. The non-Canadian sample comes from senior legal buyers who sit outside Canada including US, Europe, Latin America, UK, Middle East, Africa and Asia Pacific.

The Index is not a reflection of technical competence alone – it is a reflection of which firms are upper-most in clients' minds, whom they are most attracted to and whom they are most likely to give their work. How it changes over time is a reflection of which firms are doing a better job of making and maintaining a meaningful relevant impression with clients through experience, relationship development and taking an approach to market that really aligns with clients' goals and needs.

To learn more about the Canada Law Firm Brand Index or gain access to global legal market data to improve firm performance and sharpen your competitive edge, please contact acritas_research@tr.com