



Focused on California.
Focused on Growth.
Focused on You.



Archer Norris Annual Review 2011

ARCHERNORRIS
A PROFESSIONAL LAW CORPORATION



Focused on You.

At Archer Norris, we focus on the big issues impacting businesses nationwide. Our clients' success stories include:

BET THE FARM

Compass Product Design contracted with one of the nation's leading health and nutrition companies to design a home air purifier using new, patented filter technology. With the project nearly completed, the company terminated the contract and sought to recover all monies already paid to Compass. A loss to Compass would jeopardize its ability to remain in business. With the help of a very determined client, Archer Norris attorneys counterclaimed, asserting breach of contract and business tort claims. At the conclusion of binding arbitration, Compass was awarded outstanding contract payments, project incentive bonuses, and attorneys' fees.

"Archer Norris is focused on delivering exceptional results throughout California and in every other market we serve."



At the Top of Our Game

#	Recognition
25	Number of Martindale-Hubbell® AV Preeminent™ lawyers
24	San Francisco Business Times Best Places to Work in SF Bay Area 2010 ranking
15	Admitted to practice in 15 states
3	CA State Bar certified specialists—appellate, franchise law, taxation and estate planning, trust and probate law

FIXED FEES FOR SERVICE SILOS

Archer Norris attorneys presented a fixed fee arrangement to handle statewide litigation services for a national bank. Together we identified common legal issues for foreclosure claims and created silos of services arising in each category of claim. The proposal includes a fixed fee for each service silo, covering virtually all legal services for the bank's California litigation and a "collar" establishing a floor and a ceiling on the effective hourly rate. The fixed fee proposal will give our client greater certainty and protects both parties from unreasonably high or low rates.

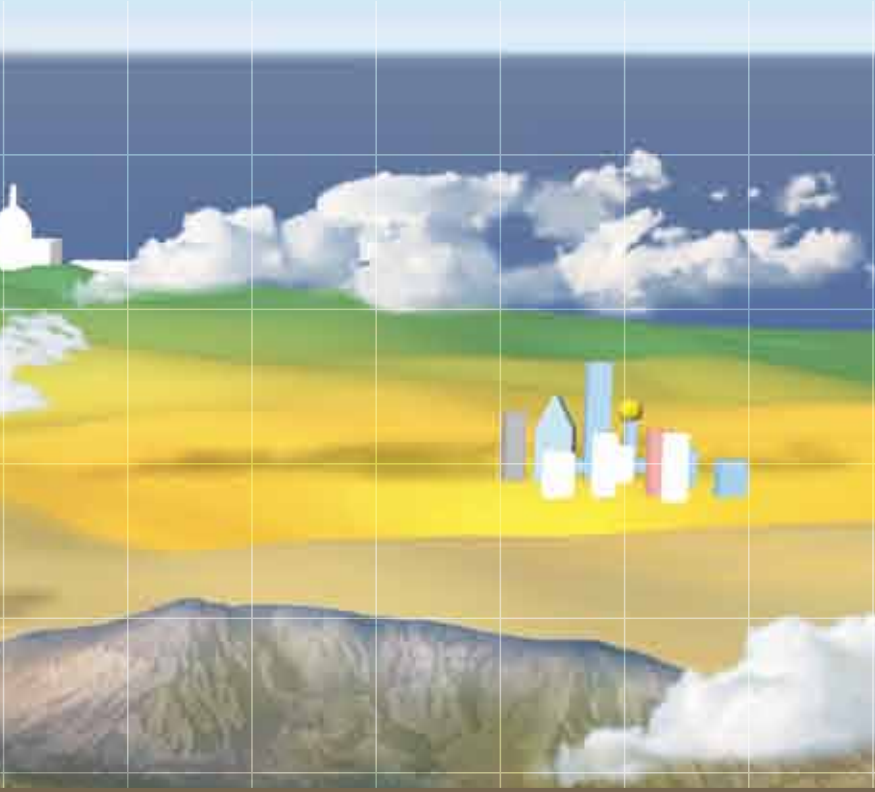
APPELLATE DECISION TRUMPS TELECOM GIANT

Comcast sought coverage from its D&O insurers for over \$50 million expended on lawsuits filed against its President and CEO for actions he took while on the board of At Home Corp. A policy endorsement included coverage for directors and officers of "minority held organizations." The issue was whether At Home qualified as such. Archer Norris represented one of the D&O carriers and moved for summary judgment on the grounds that At Home did not qualify. The motion was granted. Comcast appealed in the Colorado Court of Appeals, but the judgment was upheld.

By the Numbers

- 60 Support more than 60 civic, professional and community organizations
- 7% Diversity increase, with 60% female and 28% minority; partner diversity 25%
- 9% Overall 9% annual firm growth for three consecutive years

We are proud of the recognition our lawyers have achieved in their practice of law and for their efforts on behalf of community organizations.



Focused on Results

Our clients' success depends on staying in touch with the changing business and legal landscape. From alternative fees to our Road Show of programs to help you navigate the road ahead, we're focused on delivering exceptional results wherever our clients need us.

Focused on Building Excellence

Our Social Impact Program looks beyond the bottom line to make the world a better place. The program, among the first of its kind, translates into real-life philanthropy our support for the concepts of diversity, inclusion, and community which are important to our firm and our clients.

HOSPITAL RETURNED TO COMMUNITY CONTROL

Archer Norris attorneys represented the Marin Healthcare District, and then Marin General Hospital, in the successful transfer of the Hospital from Sutter Health to local community control. The dramatic finale at midnight on June 28th concluded several years of complex negotiations to accomplish the district's long effort to return the Hospital to community control.



ARCHERNORRIS
A PROFESSIONAL LAW CORPORATION

BEYOND CALIFORNIA

In 2011, our focus is on growth and on you— in California and wherever our clients need us.

Our clients tell us they want more of what we have to offer. Expanding our focus is a strategic consideration precipitated by the rapid growth of your legal needs.

Archer Norris's unique position as a California law firm factors heavily into our decision to extend our focus beyond California. Confirming our decision, in its 2010 fiscal outlook report, analysts for The Pew Center on the States took an unprecedented look beyond California* for insights into the range of challenging issues confronting the states in the nation.

As California lawyers, we cut our teeth on some of the toughest laws in the land. Along the way, quite a few of our lawyers have been admitted to practice in other states, supporting clients who do business throughout the United States. And we are finding that if we can practice law here, we can take on the rest of the country too.

People, money and innovation are the key factors all businesses must have to succeed, regardless of geographic location. From our proactive Alternative Fee Arrangements to our Road Show of more than 50 seminars on current legal topics, we remain on the frontline of America's legal landscape, right where our clients need us.

*Time magazine article, "Why California Is Still America's Future" and the Pew Report, "State of the States 2010: How the Recession Might Change States," offer some insights into why Archer Norris has decided to extend its focus beyond California. Manchester Business School study reported in 2009 book, *Engaging the Minds and Hearts of All Your Employees*, on what inspires people to go above and beyond.

Gene Blackard

Gene Blackard, Managing Partner



“Wherever the road leads, we remain focused on California, focused on growth, focused on you.”

Focused on Growth. Focused on Excellence. Focused on You.

ACCOMPLISHMENTS

- ▶ Provide general counseling services for a Hawaiian manufacturing start-up
- ▶ Defend high-exposure and complex litigation for National Fraternities throughout California
- ▶ Despite significant threats of adverse ruling, jury found our client's product not defective in severe case of food-borne illness
- ▶ Obtained across the board dismissals in multi-plaintiff Legionnaires' disease case
- ▶ Successfully challenged duty to defend strategy in a personal injury case, an approach which was publicized recently in connection with the massive Toyota vehicle recalls of 2009-2010
- ▶ Obtained defense verdict in insurance bad faith bench trial; judge found no bad faith as a matter of law
- ▶ Demonstrated ability to successfully litigate and try large complex cases with a significant victory in marathon six-month trial defending against "sick building" allegations

MONEY

In partnership with some bottom-line experts (our clients), we've made great strides with Alternative Fee Arrangements focused on adding certainty and value to your legal spend. Ask us what we can do for you.

“Our recent lateral promotions and new faces strengthen our position throughout California or wherever our clients need us.”

GROWTH

We attribute our cumulative double-digit growth over the past three years to leaders who inspire us to go above and beyond. Focus on strategic growth keeps our clients one step ahead of business and litigation issues across a full spectrum of industries—that's our commitment to you.

INNOVATION

Our clients' success depends on staying in touch with the changing business and legal landscapes. The Archer Norris Road Show offers a series of more than 50 legal seminars to help you navigate the business highway. Just one question—our place or yours?

