Creating Seamless Brand Experiences for Your Law Firm

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Rubenstein Technology Group
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@RubensteinTech

A PRODUCT OF RUBENSTEIN TECHNOLOGY GROUP
Make flying fun again. Banish mediocrity from the skies.
Where would you like to go?

Guests
1 ADULT

From
LOS ANGELES

To
NEW YORK CITY

SEARCH FLIGHTS

Happy Fly-giving
Take off for Thanksgiving with fares up to 20% off.

Now Serving Paradise
Take off from San Francisco to Honolulu and Maui for a little vacay.

Take Off Faster
Earn 10K points with a Virgin America Visa Signature Card.
SELECT DEPARTING DATE

November 2015

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So what is brand, and how does it apply to your law firm?
At its essence, your “brand” is what your client or prospect thinks of when he or she hears your firm name.
Your Firm’s Brand includes:

- Firm Name
- Values
- Messaging and Voice
- Culture
- Reputation
- ...

...
Core Values

- Who are you as a firm?
- What makes you unique?
- “Start With Why” by Simon Sinek
- Aspirational is Okay, but...
- Be Authentic
Virgin America Core Values

Being Virgin — Embracing the brand to do things differently in our category

Elevating People — Our teammates, neighbors, guests and community

Creating ‘Wow’ — Surprising and delighting travelers
Virgin America Performance

- 3rd in U.S. On-Time Performance (2014)
- Ranked First in Airline Quarterly Rating
- Profitable
  - 2013, 2014
Seamless Brand Experience

- Define Personas
- Consider Every Touchpoint
- Prioritize! You can’t do it all.
- Implement
- Iterate
<table>
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<td><strong>C-Level Executive, Stacy, 49, Tokyo</strong></td>
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<td><strong>Goals</strong></td>
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<td>J.D.</td>
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<td><strong>Skills, Role</strong></td>
<td>Litigation, Decision maker</td>
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Consider All Brand Touchpoints

- RL Client Interaction
  - Business cards
  - Event registration
  - Client onboarding
  - Client experience review
  - ...

- Digital Interaction
  - Website – Desktop & Mobile!
  - Email marketing
  - Online workspaces
  - Web conferencing solution
  - ...

Companies that develop high-performing branded digital experiences attract new customers with sticky, if intangible, reasons to keep coming back.
Elevate Your User Experience

- Deliver your brand to your audience:
  - Information Architecture
  - Visual Design
  - Content
  - Speed
  - Search
DIFFERENTIATE
Entrepreneurial spirit. Innovative solutions.

AKIN GUMP
Entrepreneurial spirit. Innovative solutions.
“This practice combines substantial trial experience with a real depth of technical expertise in engineering, general and life sciences.” – Chambers USA

We have deep experience in the Eastern District of Texas. One of the first AmLaw 50 firms to open an office in this hotbed of patent litigation, our lawyers have litigated over 200 high-stakes cases in the Eastern District in the past six years alone, and have won the past three jury

Intellectual Property
- Overview
- Copyright Litigation and Counseling
- Inter Parties Review
- Internet and New Media Litigation and Counseling
- IP Transactions
- ITC Section 337 Investigations
- Life Sciences Intellectual Property
- Patent Litigation
MATT FAWCETT  Senior Vice President, General Counsel, and Secretary, NetApp

“Customers are our biggest priority. NetApp is committed to going above and beyond, anytime, anywhere to solve customer problems.”

At Perkins Coie, we’re as committed to delivering excellence for our clients as NetApp is to going above and beyond for its customers. See more about our relationship with NetApp here.
T. Markus Funk | Partner

Profile | Experience | News | Publications | Events

T. Markus Funk is the founding Co-Chair of Perkins Coie’s Supply Chain Compliance Practice and 2013’s “Lawyer of the Year.” Markus served as a decorated Chicago federal prosecutor, Section Chief with the U.S. State Department-Boltons, clerk with the federal court of appeals and district court, and law professor.

During his time in public service, Markus and his team prosecuted “Operation Family Secrets,” which National Public Radio labeled as “one of the most important criminal investigations…in American history.” At the time of his departure from the Department of Justice, the Chicago Sun-Times described Markus as a “street-smart prosecutor with an Oxford pedigree.”

Markus has successfully tried 24 federal jury cases, argued and briefed dozens of federal appeals, directed hundreds of investigations, and on a daily basis advises public and private entities and individuals on challenging ethics and compliance matters.

In private practice since 2010, Markus focuses on internal investigations, complex commercial litigation both at the trial and appellate levels, white collar criminal defense, corporate social responsibility and supply chain compliance, and corporate counseling.

Markus has the distinction of being the only person to have received both the Department of Justice’s Attorney General’s Award and the State Department’s Superior Honor Award.

Internal Investigations: Markus has conducted and directed dozens of sensitive, high-stakes internal investigations, many of which have involved serious allegations of fraud and corruption. His investigative experience in the public and private sectors has ranged from long-term, multi-national federal criminal investigations involving large teams of investigators and many wiretaps, to domestic and trans-national internal investigations involving senior corporate and political officials, lower-level employees, corporate entities, and others. His understanding of compliance, audit, and internal control issues gives him additional depth in conducting investigations involving fraud or financial improprieties, often under intense media scrutiny.

Based on his senior government and leadership posts both in the United States and overseas, Markus is experienced in understanding the causes of corrupt behavior within institutions and governments. Markus now uses these unique insights and experiences to counsel clients. Illustrating Markus’s diverse practice, he recently conducted internal investigations in, among other

Education
- University of Oxford, Ph.D.
- Northwestern University School of Law, J.D., Senior Research Honors, 1995
- Book Review Editor and Articles Editor, Journal of Criminal Law & Criminology
- University of Illinois, B.A. & B.S., Phi Beta Kappa, Bronze Tablet, summa cum laude, 1992

Bar Admissions
- Colorado
- District of Columbia
- Illinois

Court Admissions
- U.S. Court of Appeals for the Second Circuit
- U.S. Court of Appeals for the Seventh Circuit
- U.S. Court of Appeals for the Eighth Circuit
- U.S. Court of Appeals for the Tenth Circuit
- U.S. Court of Appeals for the Eleventh Circuit
- U.S. District Court for the Northern District of Illinois
- U.S. District Court for the Eastern District of Missouri
- U.S. District Court for the District of Colorado

Practices
- Litigation
- White Collar & Investigations
- Mergers
- Retail & Consumer Products
- International Trade
- China Practice
- Foreign Corrupt Practices
- Act Compliance & Defense
- Corporate Social Responsibility & Supply Chain Compliance
- Higher Education
- Compliance & Internal Controls
T. Markus Funk is the founding Co-Chair of Perkins Coie’s Supply Chain Compliance Practice, Colorado’s “Best Overall Litigator” (2015); “Colorado White Collar Lawyer of the Year” (2015); “10 Best Attorneys for the State of Illinois” (2014); and “Lawyer of the Year” (2013). In 2015, Markus was tapped to head up the firm’s Africa Practice.

Prior to joining the firm, Markus served as a decorated Chicago federal prosecutor, Section Chief with the U.S. State Department-Balkans, clerk with the federal court of appeals and district court, and law professor.

During his time in public service, Markus and his team prosecuted “Operation Family Secrets,” which National Public Radio lauded as “one of the most important criminal investigations … in American history” (the 1995 movie...
100多年来为成功公司提供咨询服务

中国商务部正式任命博钦律师事务所为中美国际贸易和世贸组织事务的咨询律所之一，目前仅有八个美国所被正式任命。并且，博钦还成为仅有的几个中美337知识产权问题的咨询律所之一。中国商务部是在对全球范围内广泛的律所
Creative solutions. Savvy.

WINSTON & STRAWN
Julie A. Bauer

PARTNER
Chicago
Email
+1(312) 558-5973
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Illinois

CLERKSHIPS
Northern District of Illinois for Hon. Charles

Julie Bauer is an experienced trial lawyer and a partner in the firm’s litigation department. She has tried cases before state, federal district and bankruptcy courts and administrative agencies.

Ms. Bauer’s significant trials include:
- AT&T Group Inc. v. United States (S.D. N.Y. 2009), a jury trial concerning corporate income tax deductions related to leveraged lease transactions
- United States v. Ryan (N.D. I. 2008), the defense of former Illinois Gov. George H. Ryan in his seven-month jury trial on public corruption charges
- Price v. Philip Morris USA Inc. (Madison County, Ill. 2003), a consumer class action concerning the sale of “light” cigarettes
- Auditorium Theatre Council v. Roosevelt University (Circuit Court of Cook County, Ill. 1999), a dispute over the operation and control of the Adler and Sullivan-designed Auditorium Theatre and in particular, whether the university created a public trust of the theatre

In addition, Ms. Bauer has handled a wide variety of complex commercial and class action litigation. She represented Caramel International Inc. in Ano vs. Caramel International Inc.
What’s Next?

- Take a trip on Virgin America!
- Define your Firm’s Brand
- Consider all the Touchpoints
- Deliver a Compelling User Experience
- Measure, Review, and Iterate
Thank You!

Jaron Rubenstein, President
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jaron@rubensteinitech.com
@RubensteinTech

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Additional Resources

- Articles, Webinars, and Resources
- Selected Big Law Branding Experts
  - Carbone Smolan Agency (CSA)
  - Clarity Group
  - Pentagram
  - Right Hat
  - Rubenstein Technology Group
  - Thinkso Creative
  - Zeughauser Group