





















Acritas' Global Elite Law Firm Brand Index 2017

Rank	Firm		Brand Index
1	 Baker McKenzie	Baker McKenzie	100
2	 DLA PIPER	DLA Piper	48
3	 C L I F F O R D C H A N C E	Clifford Chance	45
=4	 JONES DAY	Jones Day	37
=4	 NORTON ROSE FULBRIGHT	Norton Rose Fulbright	37
6	 Hogan Lovells	Hogan Lovells	36
=7	 ALLEN & OVERY	Allen & Overy	34
=8	 Freshfields Bruckhaus Deringer	Freshfields	33
=8	 Linklaters	Linklaters	33
10	 大成 DENTONS	Dentons	29
11	 Skadden <small>Skadden, Arps, Slate, Meagher & Flom LLP & Affiliates</small>	Skadden	27
12	 HERBERT SMITH FREEHILLS	Herbert Smith Freehills	25
13	 KING & WOOD MALLESONS	King & Wood Mallesons	23
14	 LATHAM & WATKINS LLP	Latham & Watkins	21
=15	 SIDLEY AUSTIN LLP SIDLEY	Sidley Austin	20
=15	 WHITE & CASE	White & Case	20
17	 C/M/S/ Law, Tax	CMS	19
18	 ReedSmith	Reed Smith	17
19	 K&L GATES	K&L Gates	15
=20	 EVERSHEDES SUTHERLAND	Eversheds Sutherland	14
=20	 Morgan Lewis	Morgan Lewis	14

Methodology

Acritas' Global Elite Law Firm Brand Index 2017 is compiled from analysis of an extract of data from the Sharplegal Global Elite survey 2017 dataset. All data is derived from 1,074 interviews with respondents, in \$1 billion+ revenue organizations across the world, who have senior responsibility for buying legal services (elite clients).

All interviews were conducted by telephone in local languages across 55 countries between January and August 2017 as part of Acritas' ongoing Sharplegal survey.

All interviewing was undertaken by Acritas in strict accordance with the rules governing best practice in research. As such, no law firm or other third party had any involvement in selecting sample, analyzing or influencing responses or the Index rankings.

The Acritas Global Elite Law Firm Brand Index is determined through four open-ended questions from the full Sharplegal survey to find out from senior legal buyers:

- ▶ The first law firms to come to mind (Awareness)
- ▶ The firms they feel most favorable towards (Favorability)
- ▶ The firms most considered for multi-jurisdictional deals across three or more countries (Consideration)
- ▶ The firms most considered for multi-jurisdictional litigation across three or more countries. (Consideration).

The geographic spread of the interviews is determined by three factors: the number of Forbes 2000 companies headquartered, GDP and the average legal spend in each market around the world.

Incorporating over 50 questions, the full Sharplegal survey is an independent and robust market research study of the current legal market that generates data and insight on law firm brands, usage, market trends, spend, international needs and much more, available by subscription only.

ACRITAS ANALYTICS

- NEW SHARPLEGAL DASHBOARDS

Sharplegal dashboards enable law firms to easily analyze market intelligence and client trends to ensure investment decisions are based on the most objective and reliable data in the world.

The eight online dashboards can be filtered by firm, by market, by industry sector or buyer type to find the specific intelligence and evidence needed to make strategic decisions more confidently.

