



Promotion
Los Angeles
 Legal Profiles

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Great Results. Exceptional Value.

Litigation Firm Gilbert, Kelly, Crowley & Jennett LLP

Unnecessary spending is out. Thrift is in. Suddenly, everybody's looking for ways to trim the bottom line without skimping on quality. But exceptional value is nothing new at Gilbert, Kelly, Crowley & Jennett LLP.

The Los Angeles-based litigation firm has consistently delivered great results with a reasonable pricing structure for 75 years. No wonder the firm is growing at a time when many other law firms are scaling back.

"Today, especially, businesses are looking for reasonable alternatives that positively impact the bottom line," says partner Paul Bigley. "Our clients find those alternatives at Gilbert, Kelly." In fact, the firm has successfully pioneered some of the most innovative billing arrangements in the marketplace. "We understand the need for flexibility and imagination," Bigley says.

Gilbert, Kelly handles a wide range of litigation matters for businesses throughout California, including several that have been clients since the firm's earliest days. It represents such well-known names as NBC Universal, Forever 21, Comcast and the Interinsurance Exchange of The Automobile Club of Southern California.

"Paul is easy to work with and extraordinarily practical in his approach to litigation."

— Tania Krebs, Litigation Counsel, NBC Universal, Inc.

"The Gilbert, Kelly team have been outstanding partners with the Auto Club for over 60 years, providing high-quality legal services and advice," says John Boyle, the Club's Executive Vice President. "The firm has adapted to the changing legal environment over many years to help the Auto Club in its mission to provide competitive insurance products to its members. We look forward to a long and collaborative partnership with the firm for many years to come."



Paul Bigley and firm have earned Martindale-Hubbell's highest peer review rating, an AV rating, in recognition of their high ethical standards and professional ability.

subprime mortgage litigation, insurance recovery for businesses and insurance coverage litigation. With offices in Los Angeles, Orange, San Diego, Riverside and San Francisco, the firm litigates in venues throughout the state.

"We know we can count on Gilbert, Kelly to go the extra mile for us," adds Young Kwon, General Counsel for Forever 21, Inc.

The firm has more than 50 talented attorneys devoted to litigation in matters ranging from employment, entertainment, and products and premises liability, to commercial and business litigation, professional liability,



Twelve of the 14 general partners have devoted their entire career to the firm. "This is highly unusual, and perhaps the best measure of what we're all about," Paul Bigley says.

"We understand the California litigation environment better than anyone else," Bigley says.

"At Gilbert, Kelly, we recognize that being a good litigator requires a unique skill set," he says. "We hire from some of the finest law schools, and we demand solid credentials. But when I interview a prospect, my chief concern is their ability to connect with people. A likeable person can be a dangerous litigator," especially one who has mastered Gilbert, Kelly's litigation process.

"We believe litigation is litigation," Bigley explains. "The subject matter may change, but the process is always the same." It's a process that recently produced a 10-2 defense verdict in a double-fatality, wrongful death case, with Bigley representing the defendant corporation. The plaintiff's attorneys had asked the jury for over \$25 million. "I tried the case alone, sitting across the table from several multitasking attorneys," he says.

Clients Come First

Bigley notes that the firm's litigation attorneys are organized into practice sections dedicated to serving select clients. As a result, clients enjoy "big firm" benefits with "small firm" hands-on attention.

"We pride ourselves in offering clients an extraordinary level of service and responsiveness," Bigley says. "At Gilbert, Kelly, clients come first."



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