
WilmerHale Brand Named Among the Strongest

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On March 3, Acritas, a legal market researcher company, released results for its third annual US Law Firm Brand Index. WilmerHale is included on the list which ranks and recognizes the top branded law firms in the US.

The 2014 US Law Firm Brand Index is based on interviews with 581 senior general counsel in US-based organizations with more than \$50 million revenue as well as the responses of 123 in-house counsel based outside the US with legal needs in the country. The Index ranks firms according to top-of-mind awareness, favorability, consideration for both major M&A and top-level litigation as well as their overall level of usage.

This year's index proves that law firms are actively thinking about external coverage with an increased internal focus towards brand awareness and presence in the industry. Acritas also found that law firm size and international reach play a significant role in rankings.

"A great example of a firm thriving in this changing landscape is WilmerHale," said Acritas' US Vice President Elizabeth Duffy. "Its top of mind awareness level this year is consistent with 2012; however, its overall rank position has changed from 24 to 15 over the same period, in large part due to increased consideration for top level litigation."