

Publication Guidelines

ADDITIONAL INFORMATION

When announcing a lawyer's ranking by Best Lawyers, the recognized lawyer is required to include the following details:



COUNTRY NAME

Ex: *The Best Lawyers in America*®



EDITION

Ex: 27th Edition



PRACTICE AREA(S) LISTED

Ex: Family Law

Approved language clarifies that you are recognized by Best Lawyers® or listed in the Best Lawyers publication, but not that you are a “best lawyer.”

Examples of Correct Language for Individual Lawyers:

- Emily Cera was recently selected by her peers for inclusion in the 27th Edition of *The Best Lawyers in America*® for her work in Entertainment Law - Motion Pictures and Television.
 - Thomas Busch was included in the 2021 Edition of *The Best Lawyers in America*® for Antitrust Law.
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Example of Correct Language for Firms:

Firm-wide announcements should contain the year/edition number, country, and total number of lawyers included in the edition.

- 24 lawyers from Lillard Cohen LLC were included in the 27th Edition of *The Best Lawyers in America*®.

PLEASE NOTE: Any display of the Best Lawyers logo should be accompanied by the appropriate language and link to your Best Lawyers profile or www.bestlawyers.com.

Example of Correct Language for “Lawyer of the Year” Awards:

“Lawyer of the Year” announcements are required to include the appropriate metropolitan area, specialty, and year in which the award was given.

- Ashley Thompson was named the Best Lawyers® 2021 Product Liability Litigation-Defendants “Lawyer of the Year” in Los Angeles.

Example of Correct Language for Best Lawyers: Ones to Watch:

Individual Best Lawyers: Ones to Watch announcements must include the year and awarded practice area. For firm-wide Ones to Watch announcements, follow the general rules. Best Lawyers: Ones to Watch announcements must clearly indicate that the award is for Best Lawyers: Ones to Watch not *The Best Lawyers in America*.

- Susan McDavid was included in the inaugural edition of the Best Lawyers: Ones to Watch for her work in Construction Law.
- Anthony Forsberg received a 2021 Best Lawyers: Ones To Watch recognition for Medical Malpractice Law – Plaintiffs.

Example of Correct Language for “Law Firm of the Year” Awards:

“Law Firm of the Year” announcements must be accompanied by the appropriate specialty, country, and year in which the award was given. For *U.S. News – Best Lawyers* “Best Law Firms” rankings, please visit [bestlawfirms.usnews.com](https://www.bestlawfirms.usnews.com).

- Wilkins Tracy was named the Best Lawyers™ “Law Firm of the Year” in Information Technology Law in Australia for the 2021 Edition.

Examples of Insufficient and/or Incorrect Language:

- Richard Brown is a Best Lawyer.
- Richard Brown is listed in Best Lawyers.
- Richard Brown has been named a Texas Best Lawyer.

Logo Usage Guidelines

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Contact Megan Edmonds,
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ONES TO WATCH

