

The Northern California Legal Market

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A Brief Bay Area Geography Lesson

- The NorCal market is two main areas:
 - San Francisco
 - Silicon Valley/“the Peninsula”
 - Redwood City/Redwood Shores (30 min.)
 - Menlo Park (45 min.)
 - Palo Alto (45 – 60 min.)
 - Cupertino (60 min.)
 - Mountain View (70 min.)

(average commute time)

Geography – it affects your practice

■ San Francisco

- Traditional Law: Commercial Litigation, M&A, Real Estate, Securities, Bankruptcy, Finance, Banking, etc.

■ Silicon Valley

- Emerging Growth Law: Counseling, M&A, Licensing, IP Litigation, Patent Prosecution, Fund Formation, Venture Capital, Outsourcing, etc.

■ Plenty of Overlap Exists

Geography – it affects your culture

- San Francisco v. Silicon Valley
 - Dress Code
 - Ties v. flip-flops
 - Billable Hours
 - A lot v. A lot
 - Restaurants
 - Take Out v. Drive Thru
 - Commute
 - Bus Pass v. Car Payment/Parking

NorCal Generalizations (true or false)

- Fewer billable hours than NYC (T/F)
 - True: expect 2,000 – 2,300 (with exceptions)
- The NorCal legal market is extremely competitive (T/F)
 - True: market size, powerhouse schools + local favorites
- There is a myriad international work in NorCal (T/F)
 - True: However, the majority of cross-border transactions deal with the Far East (Mandarin language skills are very valuable)

NorCal Generalizations Cont'd

- San Francisco is located in California so the weather is beautiful (T/F)
 - False: SF v. SV, Mark Twain, Indian Summer
- San Francisco is a major financial hub and one can work in Banking/Finance based practices just like in NYC (T/F)
 - False: Although this type of work exists in NorCal, it is typically not one of the stronger practice groups due to NYC being the center of the financial universe

Current State of the NorCal Market

■ Recent History

- 1996 – 2000: Corporate Boom Years
- Late 2000 – 2003: “Dot-Bomb”
- 2004 – Present: Return to Balance

■ Corporate/Transactional

- Strong return as evidenced by the amount of corporate openings for entry-level attorneys and laterals
- Greater number of opportunities in Silicon Valley
 - Branch offices opening, IP market support

State of the NorCal Market Con't

■ Litigation

- Was not affected nearly as dramatically
- IP Litigation driven market, very healthy

■ The Near Future: looks bright for now!

- Firms continue to grow
- Firms new to area are opening offices
- In-house hiring increase

“Hot” Practice Areas in NorCal

■ IP Litigation:

- if one has an EE or CS background she can write her own ticket, but often physics, biology or some variation of engineering will suffice

■ Patent Prosecution:

- strong “hard-science” background necessary here with USPTO Certification

■ Real Estate:

- Financing and Transactional

■ Emerging Growth:

- Licensing/Outsourcing – easiest transition to in-house
- Venture-driven corporate transactions

“Hot” Firms to Match

■ IP Litigation

- Day Casebeer, Fish & Richardson, Quinn Emanuel

■ Patent Prosecution

- Blakely, Fenwick, Finnegan, Fish & Richardson

■ Real Estate

- Allen Matkins, DLA Piper, Pillsbury

■ Technology Transactions

- Cooley, Heller, Latham, Wilmer Hale, WSGR

The NorCal “Elite” Firms

- Baker & McKenzie (49) (42)
- Bingham, McCutchen (164) (45)
- Cooley Godward (90) (191)
- Covington & Burling*(28) (n/a)
- Davis Polk (n/a) (43)
- Day Casebeer* (n/a) (41)
- DLA Piper (74) (117)
- Fenwick (67) (164)
- Finnegan Henderson (n/a) (28)
- Fish & Richardson* (n/a) (36)
- Gibson Dunn (47) (32)
- Gunderson (n/a) (57)
- Heller Ehrman (186) (124)
- Howard Rice (121) (n/a)
- Howrey (23) (25)
- Jones Day (37) (24)
- Kecker & Van Nest* (52) (n/a)
- Kirkland & Ellis (57) (n/a)
- Latham & Watkins (122) (71)
- Mayer Brown (n/a) (20)
- Morgan Lewis (112) (34)
- Morrison & Foerster (280) (104)
- Munger Tolles*(34) (n/a)
- O’Melveny & Myers (71) (33)
- Orrick (179) (71)
- Paul Hastings (84) (9)
- Quinn Emanuel (26) (21)
- Ropes & Gray (21) (24)
- Simpson Thacher (n/a) (43)
- Skadden (22) (39)
- Sullivan & Cromwell (n/a) (12)
- Townsend (76) (54)
- Weil, Gotshal (n/a) (69)
- Wilson Sonsini (38) (413)

(# SF Attorneys) (# SV Attorneys)

Five “Elites” You May Not Know

- Covington & Burling
 - Elite work, strong retention policies
- Day Casebeer
 - Former Cooley, IP Lit boutique
- Fish & Richardson
 - Largest/Oldest IP-only firm in the nation, SV office very unpretentious
- Kecker & Van Nest/Munger Tolles
 - “Gunners” apply here!

Illinois v. California

- **Kirkland & Ellis**
 - Solid in SF, but not yet elite. Climbing steadily.
- **Mayer Brown**
 - Hiring criteria same as Chicago, but office lacks critical mass.
- **Seyfarth**
 - Solid national employment practice, but not much more.
- **Sidley**
 - Still solid, but not to the ridiculous NYC/Chicago heights.
- **Sonnenschein**
 - Still searching for its identity in San Francisco.
- **Winston & Strawn**
 - Not nearly as high of a hiring bar as in Chicago.

Names To Drop

Big Names in the NorCal Legal Community

- Ralph Baxter – Orrick – Firm leadership, business acumen
- Henry Bunsow – Howrey – IP Litigation
- Rusty Day – Day Casebeer – IP Litigation
- Bob Gunderson – Gunderson Dettmer – Emerging Growth
- John Keker – Keker & Van Nest – High-stakes litigation
- Warren Lazarow – O’Melveny – Corporate
- Alan Mendelson – Latham – Life Sciences
- Steve Neal – Cooley – Chairman/Litigation
- Matt Powers – Weil Gotshal – IP Litigation
- Larry Sonsini – WSGR – Emerging Growth
- Kathleen Sullivan – Quinn Emanuel – Appellate

Landing the Job You Want

■ Know Yourself

- Work well in large/small environment, peer or partner training, adept at the political game, etc.

■ Know the Firm

- Practice groups v. firm reputation, single/multiple-tiered partnership, etc.

■ Do the Two Match Up?

- Find the synergies and run with them, future partner v. law-firm training

Choosing Between Multiple Offers

- Mentorship
 - No one navigates a law-firm sea on her own
- Office Size
 - Partnership, Stability*, Colleagues/Summer Class
- Exit Strategy
 - Name Recognition, Pigeonholed, Other offices
- Your “Gut Feeling”
 - Do not discount this; how one “feels” at a firm is important (i.e., culture matters)

Thank You!

- Any Questions?