



MARK LANIER

THE LANIER LAW FIRM

Back in Texas, Lanier is known as a charismatic, high-profile trial lawyer who is anything but run-of-the-mill. For example:

- He's finely-tuned his rapport with jurors, relying on sophisticated visual presentations and narrative storytelling inside the courtroom. Rather than jealously guarding these tactical advantages, Lanier instead travels the country teaching his skills to other attorneys.
- Unhappy with the perception of trial lawyers, Lanier formed the Christian Trial Lawyers Association. "I'd love for the public to begin associating trial lawyers with positive values," he says.
- Lanier is a throwback to the days when trial lawyers did more of their own original investigation. Lanier searches high and low for key pieces of trial evidence. One of his favorite sources is the online marketplace, eBay.

Mark Lanier has chosen the courtroom as his stage. In court, he looks for opportunities to create Perry Mason moments. "I want jurors to 'ooh' and 'ahh,'" says Lanier. "Whether my client is a person or a company, they rely on me to make things happen."

2006 may well be Mark Lanier's year.

Already a headlining legal gladiator in Texas, Lanier recently gained national prominence with a precedent-setting verdict in the nation's first VIOXX trial. *The Wall Street Journal* describes Lanier's courtroom prowess as "theatrical flare ...while roaming the courtroom as if it were a stage." *The New York Times* is more to the point, labeling Lanier as "one of the top civil trial lawyers in America." This year, *The National Law Journal* recognized Lanier as one of the nation's top 10 trial attorneys and one of the country's most influential lawyers.

Lanier and his 26-lawyer firm are well-known for representing the "little guy" against the nation's largest insurance companies and corporations. At the same time, more and more large companies are calling on Lanier for legal representation and for his advice on litigation strategy and trial tactics.

The Lanier Law Firm recently established an office in Midtown Manhattan to help accommodate its rapidly-growing stable of clients. "We have great clients in New York and great friends in the New York Bar," says Lanier. "Besides, the New York metro area is the center of commerce, and we like being where the action is."

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