



What Clients Want Legal Trends & Growth Opportunities in 2019

Adrian Lurssen

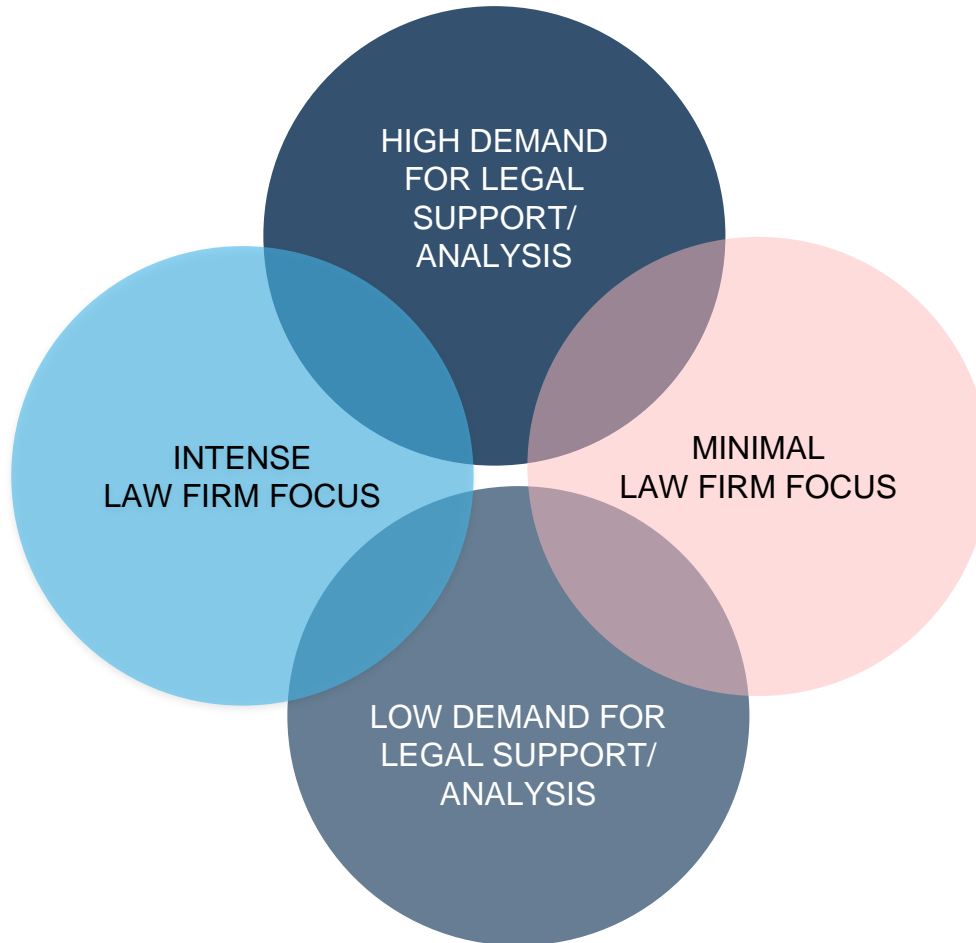
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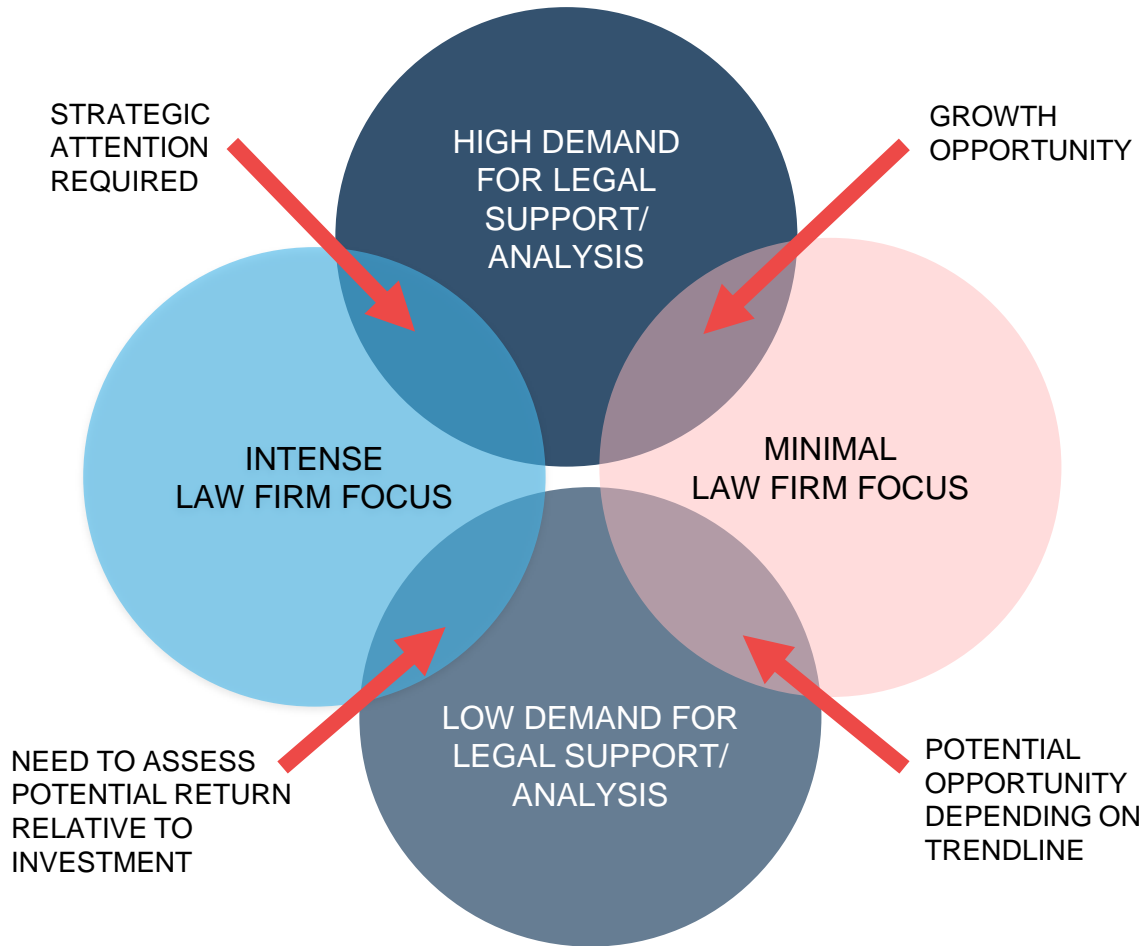


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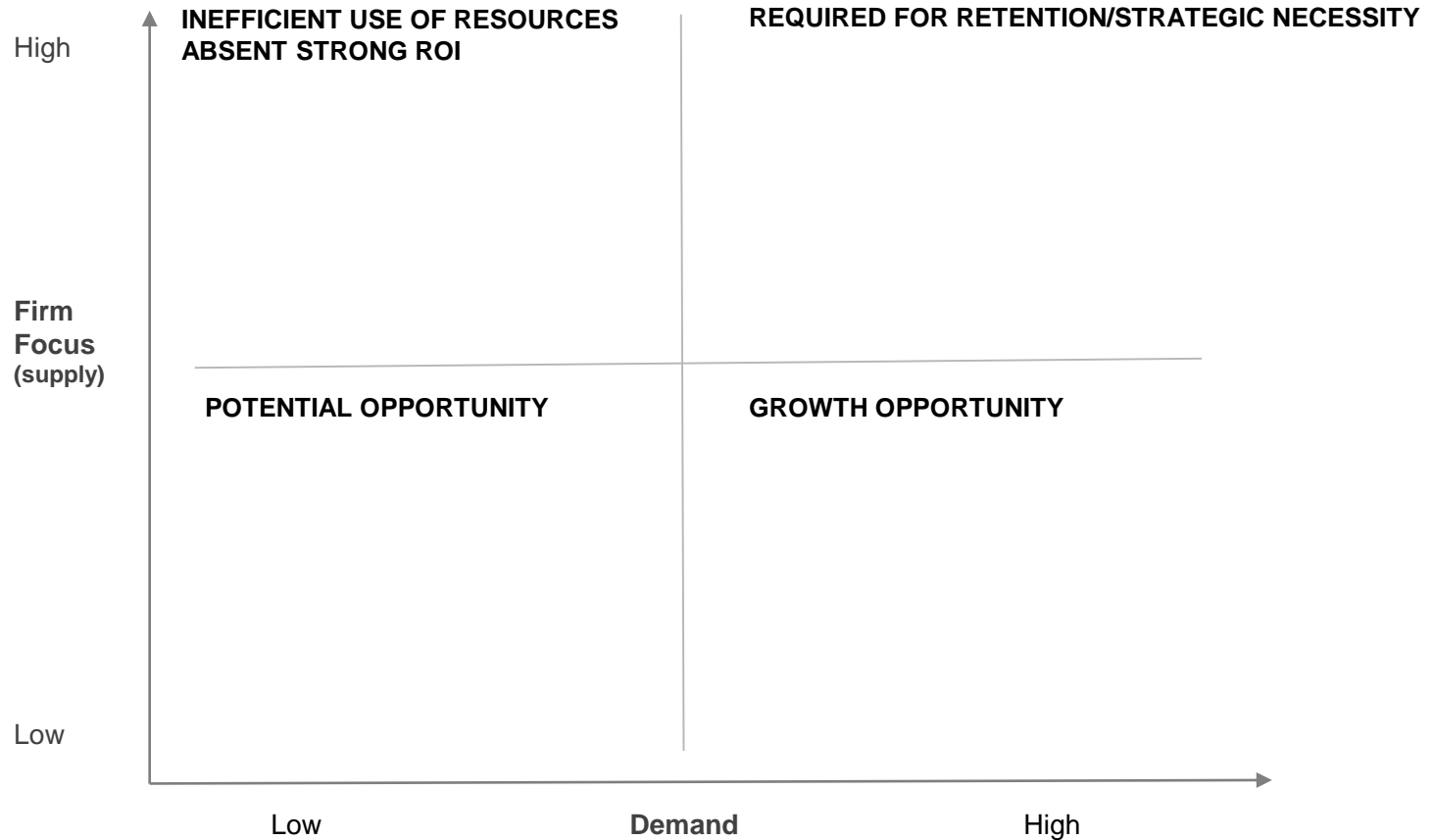
TRENDS & THEIR MEANING: THE DATA SETS



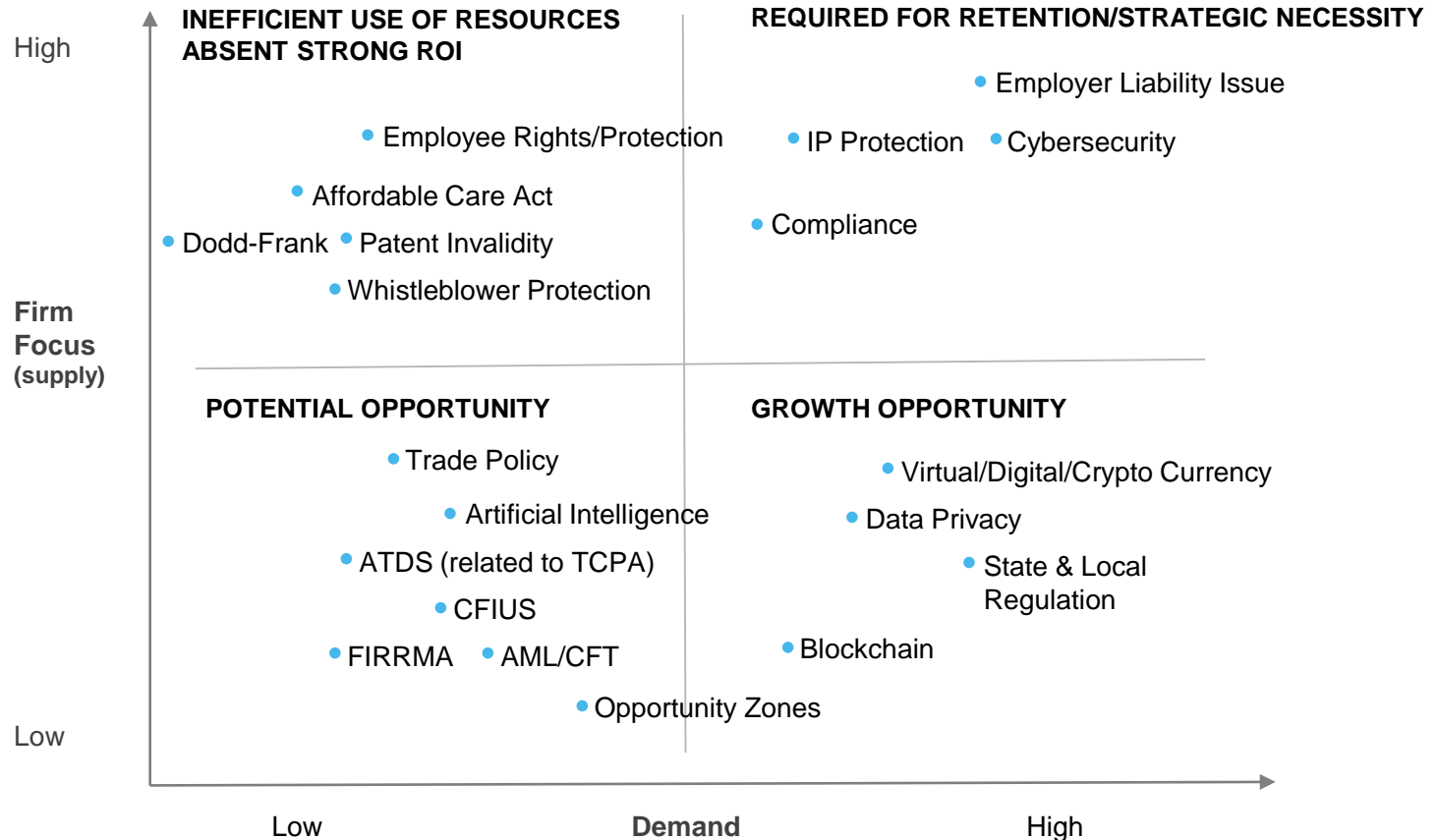
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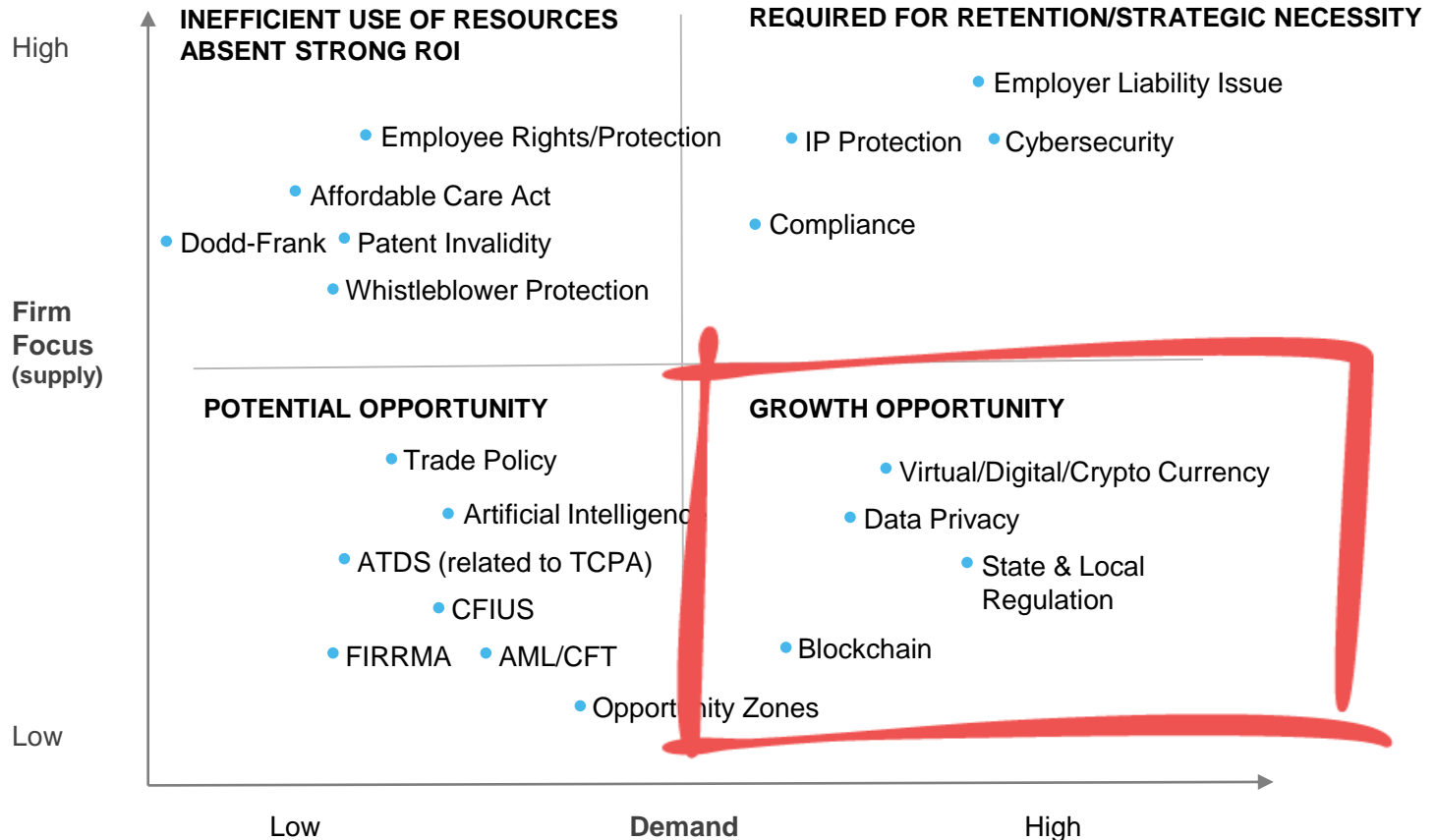
SUPPLY, DEMAND, & OPPORTUNITY...



A LOOK AT THE LEGAL TRENDS, 2019



HOW FIRMS ARE APPROACHING GROWTH OPPORTUNITIES



GROWTH OPPORTUNITY

Areas for which there is high demand for legal analysis but not many firms are focused on being known for their expertise in this...

KEYS TO LEVERAGING:



ASSESS: determine which opportunities are worthwhile for your firm to pursue based on:

- Trajectory of interest
- Target industries - is there cross-over with your current client base or one that you want to target?

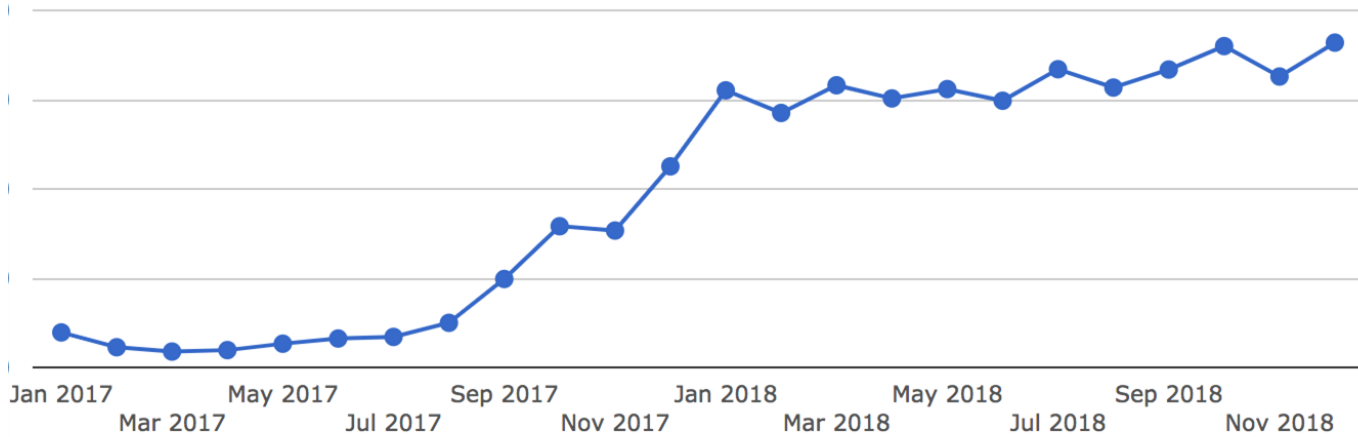


REFINE: gather more information to understand market demand in the practice area



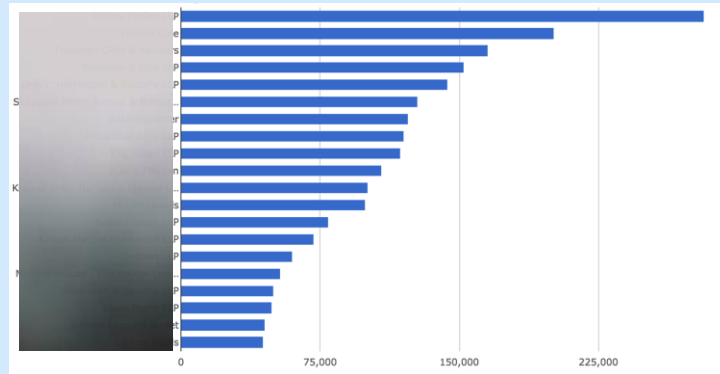
EXECUTE: develop a plan, identify internal participants, measure, iterate

ASSESS: DIGITAL/VIRTUAL/CRYPTO CURRENCY



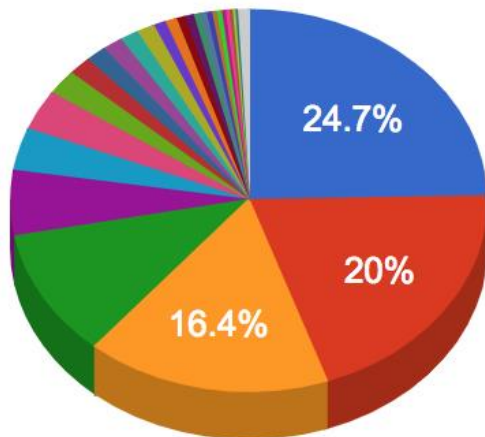
Top Industries:

- ▶ Finance
- ▶ Technology
- ▶ Insurance
- ▶ Energy
- ▶ Government Admin.
- ▶ Telecommunications
- ▶ Healthcare



REFINE: DIGITAL/VIRTUAL/CRYPTO CURRENCY

Top Subject Areas



- Finance & Banking
- Science, Computers, & Technology
- Securities Law
- Commercial Law & Contracts
- International Law & Trade
- Taxation
- Business Organizations
- Privacy

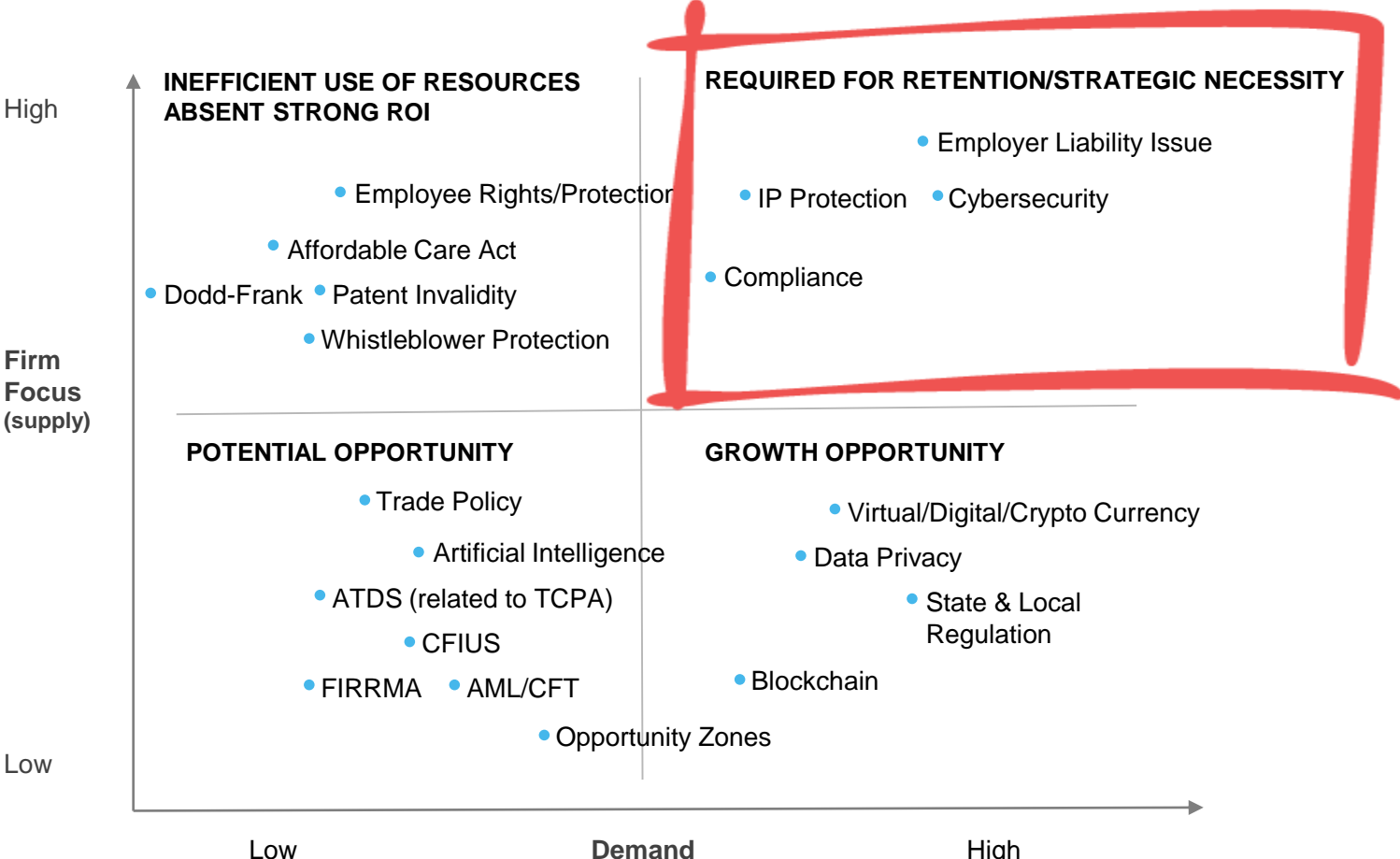
- Criminal Law
- Elections & Politics
- Civil Procedure
- Mergers & Acquisitions
- Communications & Media Law
- Consumer Protection
- Intellectual Property
- Energy & Utilities

Cross-Practice Opps:

- ▶ International Law
- ▶ State Regulation
- ▶ Taxation
- ▶ Federal Regulation (SEC & ICOs)
- ▶ Estate Planning
- ▶ Insurance & Criminal

1. Digital Currencies: **International Actions** and Regulations
2. **State Regulations** On Virtual Currency And Blockchain Technologies
3. **SEC** Gets Tough on **ICOs**, Files First Fraud Case
4. Every Day is Bitcoin Pizza Day: What Clients and **Estate Planners** Need to Know about Virtual Currency
5. Ohio Court Holds **Stolen Cryptocurrency** Constitutes Covered Property Under **Homeowner's Policy**

A FRESH TAKE ON STRATEGIC NECESSITY

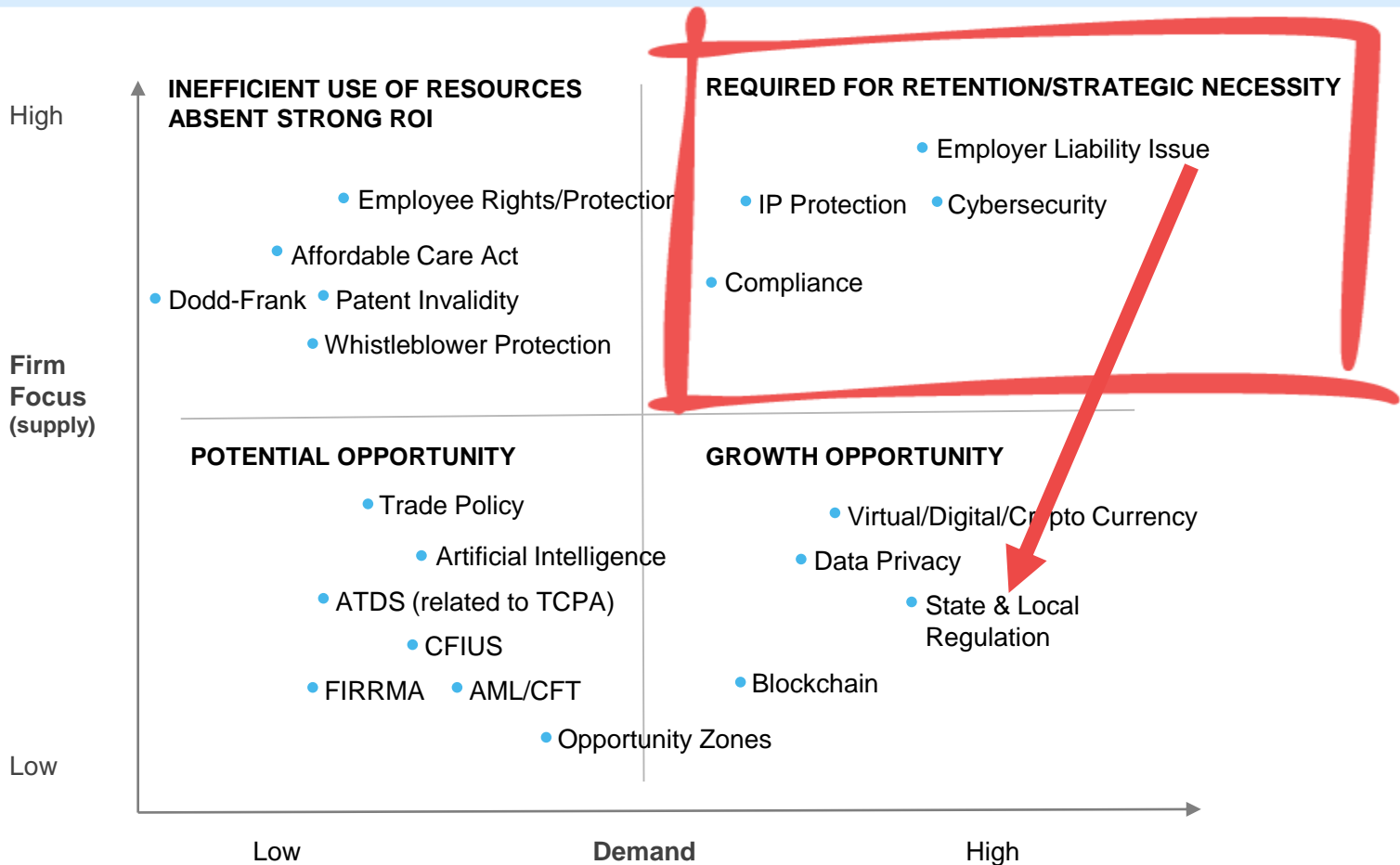


STRATEGIC NECESSITY

Areas for which there is high demand for legal analysis but there is a high level of competition

KEYS TO LEVERAGING:

- Understand where there are emerging opportunities within the subject area
 - Trajectory of interest
 - Target industries - is there cross-over with your current client base or one that you want to target?
- Refine your understanding of market demand in the niche area
- Develop a plan, identify participants, execute, measure, iterate



ASSESS: STATE LABOR REGULATION

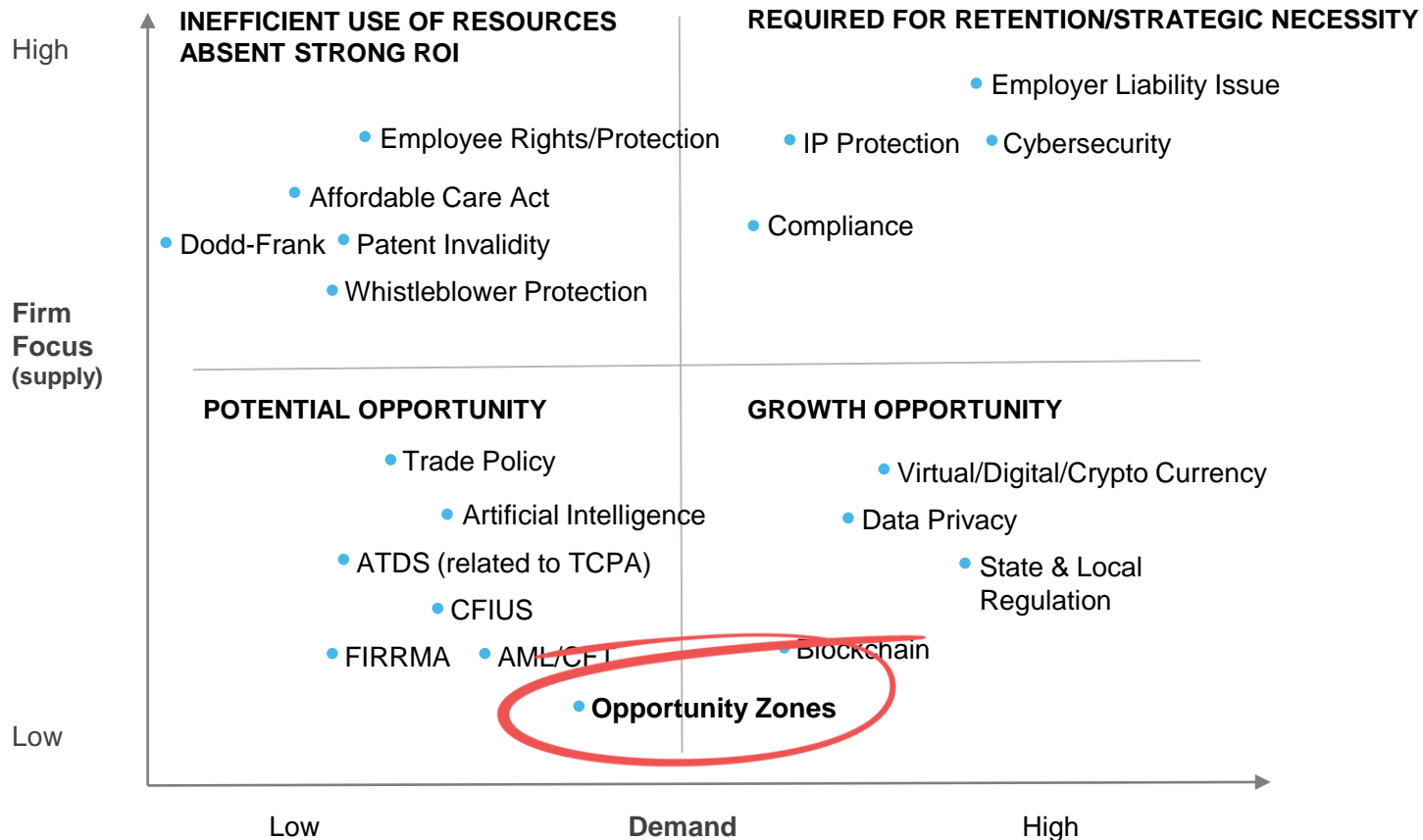


Top Industries:

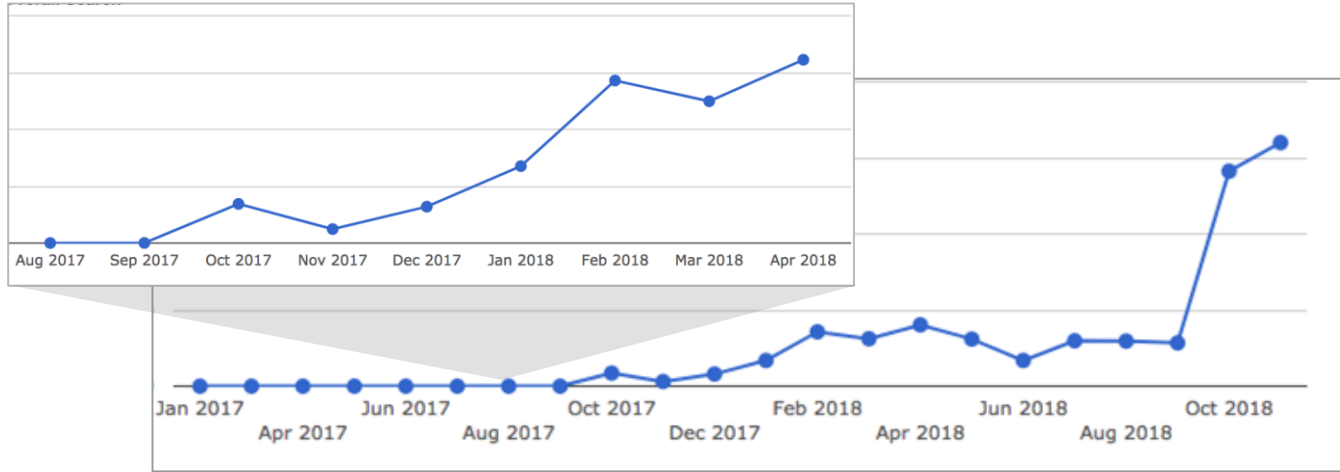
- ▶ Finance
- ▶ Apparel
- ▶ Entertainment
- ▶ Retail
- ▶ Oil & Energy
- ▶ Healthcare

1. Healthcare Client Alert: California Supreme Court's Dynamex Decision Alters **Independent Contractor** Landscape
2. State-by-State **Minimum Wage** Updates for 2019 and Beyond
3. If Pain, Yes Gain—Part 57: Paid **Sick Leave** Bug Spreads To Westchester County, NY
4. California Announces a New Wage and Hour **Independent Contractor** Test
5. Web Exclusive: February 2018: The Top 15 Labor And Employment Law Stories

FIND THE OPPORTUNITY: A STUDY IN SMART STRATEGY



ASSESS: OPPORTUNITY ZONES



Top Industries:

- ▶ Finance
- ▶ Real Estate
- ▶ Energy
- ▶ Insurance
- ▶ Telecommunications
- ▶ Construction

EXECUTE: OPPORTUNITY ZONES

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7 Most Frequently Asked Questions About Opportunity Zones

Authored by: *George E. Morrison*
May 10, 2018

Qualified Opportunity Zones were included as part of the Tax Cuts and Jobs Act which became law in December 2017. The zones were originally introduced as the Investing in Opportunity Act sponsored by South Carolina Senator Tim Scott and are meant to encourage investment in economically distressed communities.

Opportunity Zones have generated a lot of interest and even more questions. This alert attempts to answer the most frequently asked questions we are hearing from clients.

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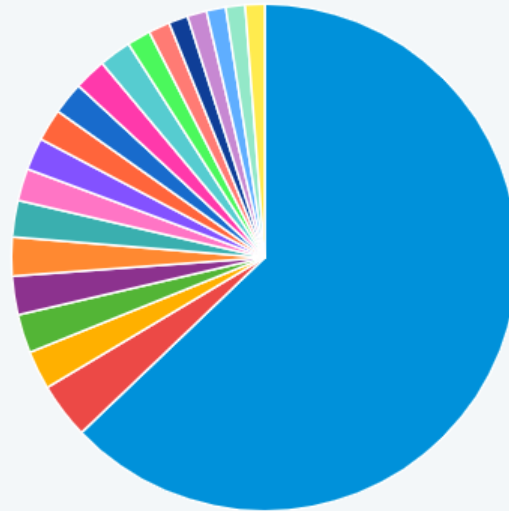
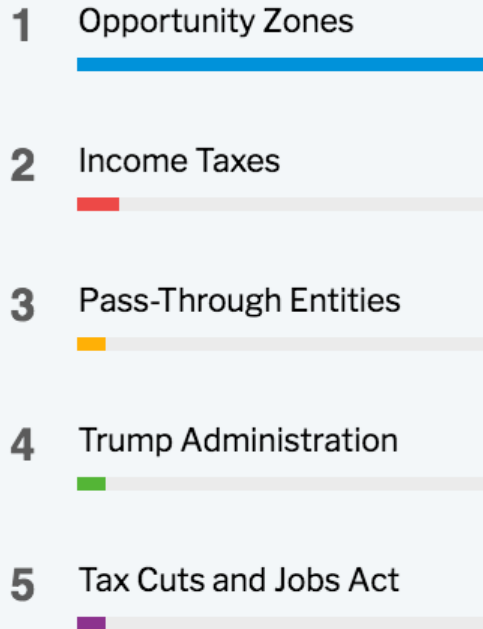
 **Opportunity Zones South Carolina** @OppZonesSC · Jul 11

What are opportunity zones and opportunity funds? George Morrison of @McNairLawFirm explains the investment potential. @SCcommerce @SCEDA #econdev

 **Opportunity Zones with George Morrison**
July 15, 2018
vimeo.com

REFINE: OPPORTUNITY ZONES

Most Popular Topics With Readers in Telecommunications



What's HOT Going Into 2019 (Most-Viewed Last 3 Months)

1. Virtual Currency/Cryptocurrency/Digital Currency/Bitcoin/ICOs/Token Sales*
2. Employer Liability Issues** (incl. Hiring & Firing/Wage & Hour)
3. Cybersecurity
4. EU
5. Enforcement Actions
6. Intellectual Property Protection (incl Patent Litigation)
7. State and Local Government*
8. Blockchain*
9. Compliance
10. Class Action
11. Data Privacy* (incl. GDPR, Personally Identifiable Information, Digital Health Records)

* Also a greenfield topic

** Also a saturated topic

"JD Supra Monthly Analytics is a great tool that provides a great overall view of how our content has performed for the month. I have all the key analytics located in one place, which I can easily share with my lawyers."



Henry Deeb
Digital Media Manager
Proskauer

Greenfield Opportunities (High Views Relative to Content Volume)

1. Opportunity Zones (Investment Opportunities/Qualified Opportunity Funds/Real Estate Investment/Community Development)
2. Virtual/Crypto/Digital Currency (incl. ICOs/Token Sales/Digital Assets)
3. Blockchain/Distributed Ledger Technology (incl. Smart Contracts)
4. State labor laws (also related: State Elections/State Attorneys General/State Legislatures)
5. Artificial Intelligence
6. ATDS (related to TCPA)
7. CFIUS
8. US Trade Policy (US-Mexico-Canada Agreement)
9. Consumer Privacy Rights
10. FIRRMA
11. AML/CFT

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Market Saturation (Low Views Relative to Content Volume)

IMPORTANT NOTE: Some of these may be of great interest/high views. Inclusion on this list does not indicate a lack of demand for information on this matter, only that the volume of content produced in response is high relative to that demand.

1. Whistleblower protections
2. Affordable Care Act (incl. Employer Mandate; Healthcare Reform)
3. Employee Rights/Protection Laws (incl. FLSA; Minimum Salary; Minimum Wage; Criminal Background Checks; Collective Bargaining; Overtime; White Collar Exemptions; DOL; Unions)
4. Federal Acquisition Regulations & GAO
5. Dodd-Frank
6. Patent Invalidation & Patent Ownership; Covered Business Method Patents
7. Antitrust Litigation

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