

Use court records in a whole new way...



to help you hire and manage law firms more effectively...
...and identify legal risks to your business.

LexisNexis™ CourtLink®

STRATEGIC PROFILES Phase I

A whole new way to use court records.

CourtLink® Strategic Profiles help you hire and manage law firms more effectively by giving you insight into an attorney or law firm's experience and track record in a particular nature of suit and assisting you in quickly determining which firm or attorney best meets your needs. Strategic Profiles also provide an overview of the litigation history for a public or private company, subsidiary or individual, helping you determine litigation trends that may pose risk to your organization.

CourtLink® searches the most in-depth historical federal civil online database of court records covering 10–20 years of cases, then pinpoints relevant information and delivers a Strategic Profile with easy-to-read graphs, data charts and facts.

✓ **CourtLink Strategic Profiles**

Litigant Strategic Profile

Reveal litigation history of a public or private company, subsidiary or individual. Uncover patterns in business practices and trends in legal strategy. Strategic Profiles help you develop valuable insight into litigation involving your competitors, vendors, partners or prospective partners for a better understanding of potential legal risks.

Attorney/Law Firm Strategic Profile**

See a sampling of an attorney or law firm's experience in a specific nature of suit or in front of a particular judge. View associated dockets to see patterns in legal tactics employed and to identify case resolution history.

Judicial Strategic Profile

Identify a judge's ruling history in a case type and a list of attorneys or firms who have appeared before the judge.

Court Strategic Profile

Conduct geographic analysis and evaluate litigation trends by practice area. Compare nature of suit trends within a U.S. District Court so you know where potential risk exists.

Nature of Suit Strategic Profile

View nature of suit trends and identify areas of increasing or decreasing litigation nationally. Compare trends on a court-by-court basis. Monitor case types that seem to be on the decline and flag emerging risk. Gain insight into market trends to make well-informed business decisions.

✓ **CourtLink Document Retrieval Service**

Once you have run your Strategic Profile, you will want to view dockets and order motions, pleadings and other supporting documents to see the legal tactics attorneys have used and identify the arguments the judge has found compelling in cases of interest. Retrieve dockets and documents from all federal and state courts directly from the CourtLink® service...whether they are available online or through our new document retrieval service!

✓ **CourtLink® Alert & Track**

Once Strategic Profiles have helped you identify the cases, trends, competitors or litigation activity you want to follow, stay ahead by using **Track** to find out about activity in existing cases and **Alert** to be notified of newly filed cases of interest to you.

LexisNexis™ CourtLink®

Strategic Profiles help you hire and manage law firms more effectively.

CourtLink Strategic Profiles help you gain insight into an attorney or law firm's experience and track record in a particular nature of suit, allowing you to compare firms or attorneys and determine the best fit for your needs prior to selecting and assigning legal counsel in a case. With information from Strategic Profiles, you're able to hire and manage law firms more effectively.

Let's say you are the General Counsel for Starbucks and you want to assess your current litigation needs and make a decision as to whether you need to hire outside counsel in an existing case.

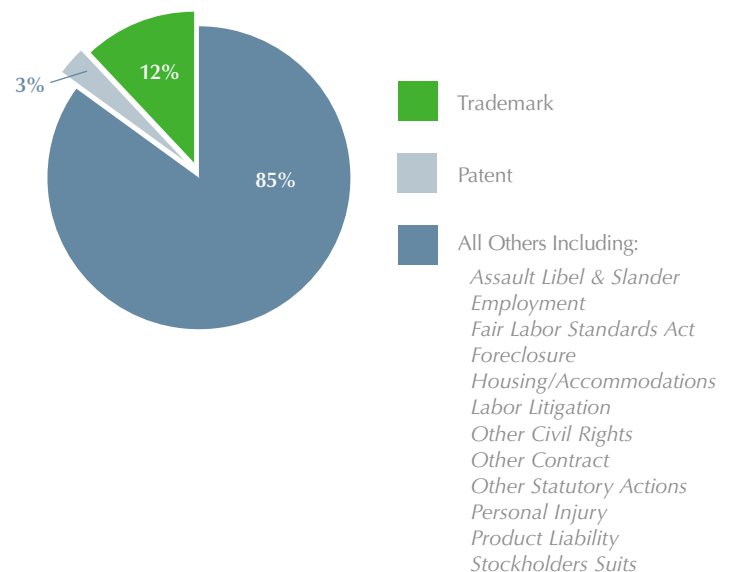
Starbucks has been involved in 53 federal civil cases since 2000. Patent and trademark litigation represent a significant level of work and effort, totaling 15% of all cases.

✓ Identify your company's current litigation trends and patterns of case resolution.

First you'll want to run a Litigant Strategic Profile for a directional overview of your company's litigation history. Use the information found in the Litigant Strategic Profile to clearly outline the efforts of your department in the past and strategize ways to stay ahead of the trends as you move forward.

The Litigant Strategic Profile will also provide a sampling of the legal counsel you have used in the past.

Starbucks Federal Civil Nature of Suit Analysis



Tip: Be sure to VIEW all cases and click UPDATE to see the most recent case activity and resolution.

✓ **See outside counsel's experience in a particular nature of suit and the legal tactics used in the past**

Next you'll want to run an *Attorney/Law Firm Strategic Profile*** to understand experience and success in a particular nature of suit so you can identify the best counsel to represent your company in a trademark case. Compare possible candidates to see their experience in the practice area of interest.

Then, you can drill down to the dockets and supporting motions to learn more about case closure history, legal tactics and past arguments.

Tip: If a case has not been updated since it was originally filed, the docket will not reflect the defense attorney's name; and, therefore, will not be included in the attorney profile results. Be sure to UPDATE all associated cases listed in the Company Strategic Profile.*

Attorney X and Z are Intellectual Property litigators with significant experience in trademark suits. Attorney Z not only has more experience (more than twice as many cases) but an impressive track record of wins for her clients. Attorney X has been less successful in getting his cases ruled or settled in favor of his clients.

5 Year Case Resolution History for Attorney X

- 3 Active Cases
- 1 Settled
- 1 Consent Judgment for Plaintiff
- 1 Voluntary Dismissal
- 3 Dismissal w/o Prejudice
- 6 Dismissal w/ Prejudice

5 Year Case Resolution History for Attorney Z

- 5 Active Cases
- 16 Settled
- 3 Judgments
- 6 Consent Judgment for Plaintiff
- 7 Dismissal w/o Prejudice
- 3 Dismissal w/ Prejudice

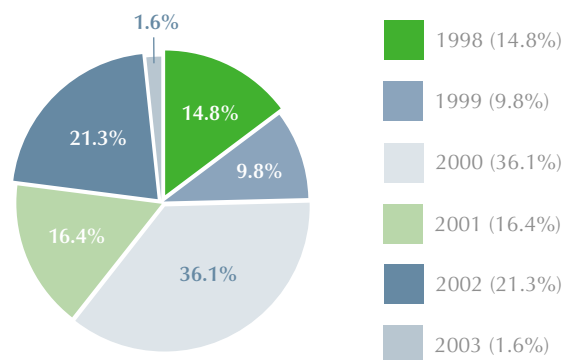
✓ **Review the presiding judge's history and arguments found compelling in the past**

Finally, run a *Judicial Strategic Profile* to understand your judge's history with the particular nature of suit. You can also identify attorneys who have argued cases in front of the presiding judge to help you make informed staffing decisions.

Next, you may want to drill down into the dockets and documents to understand what arguments a judge found compelling in the past.

Judge A, who is presiding on your current trademark case, has seen 61 trademark cases in the last five years.

Trademark Cases for Judge A, 1998–2003



LexisNexis™ CourtLink®

Strategic Profiles help you identify legal risks.

CourtLink Strategic Profiles help you identify potential legal risks to your business and develop recommendations for a response.

Let's say you are in the due diligence process prior to acquiring a major company and former competitor. Prior to closing the deal you will want to review the litigation history of the parent company you are dealing with to ensure it doesn't pose any major risks to your organization.

✓ **Uncover valuable insights into litigation involving your competitors, vendors, partners or potential partners to ensure you know who you are dealing with.**

Run a Litigant Strategic Profile to reveal litigation history of a public or private company, subsidiary or individual. Uncover patterns in business practices and legal strategy. Identify litigation risks by developing Strategic Profiles of key business contacts.

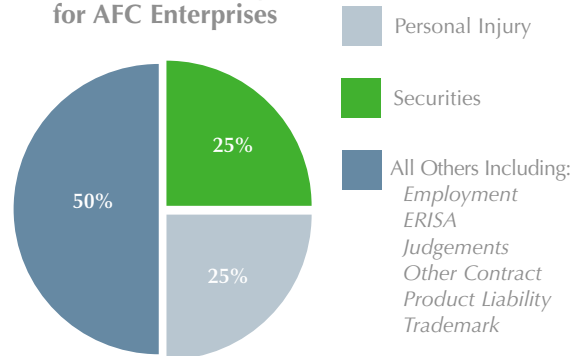
✓ **Identify litigation trends in key markets that could affect your organization.**

You are trying to identify whether you should expand in Mississippi and want to ensure you will not be susceptible to any major legal risks by doing so. You've heard product liability is on the rise in Mississippi but are not sure whether the risk is large or small. To find out, run a Court Strategic Profile and compare trends over the last three years.

Tip: If you want to compare Nature of Suit trends on a national basis, run a Nature of Suit Strategic Profile.

AFC Enterprises, the previous owner of Seattle's Best Coffee, has had a large number of personal injury and securities cases since 2000.

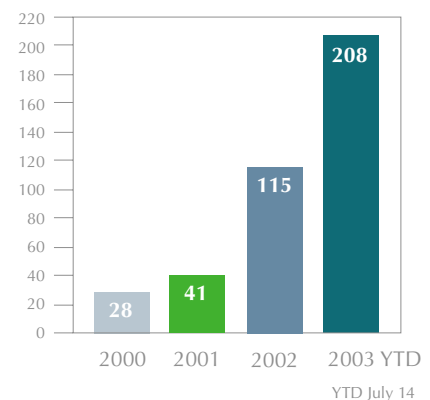
Nature of Suit Analysis for AFC Enterprises



Tip: Set up Alerts on companies of interest and be among the first to know when new cases are filed against them.

There is a dramatic increase in product liability cases in Mississippi which may indicate risk associated with expanding in this market.

Federal Product Liability/Personal Injury Cases in Northern Mississippi



Try CourtLink Today.

Use CourtLink Strategic Profiles to help you hire and manage law firms more effectively and identify legal risk to your business.

✓ Introductory Pricing

Litigant/Public Company* Strategic Profile – \$150

Attorney/Law Firm Strategic Profile – \$75

Nature of Suit Strategic Profile – \$75

Court Strategic Profile – \$75

Judicial Strategic Profile – \$75

✓ Coming Soon! Phase II Strategic Profiles

- Improved printing, downloading and sharing capabilities

* Company Litigation Profiles are performed against a database of Federal District Court Civil cases filed since 01/01/2000. LexisNexis CourtLink electronically searches and attempts to match each litigant name as entered by the court to a corporate name and corresponding ticker symbol. Many factors, including misspellings, abbreviations and corporate name changes may cause cases to be omitted.

**Attorney/Law Firm Profiles are performed against a database of Federal District Court civil cases. The database includes cases from some courts that go back as far as 20 years. Attorney/Law Firm Profiles will only include cases where the last copy of the case that LexisNexis CourtLink obtained from the court contains the name(s) of the attorney(s). Most new cases LexisNexis CourtLink obtains do not have defense counsel listed on the case docket. These names will only be added if LexisNexis CourtLink obtains an updated copy of the case after defense counsel has been listed on the case docket. Many factors, including misspellings, abbreviations and name changes may cause cases to be omitted. For these reasons, Attorney/Law Firm Profiles may not attribute all civil cases in which an attorney is counsel of record.



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