

THE NEW YORK AREA'S

BEST
LAWYERS[®]

THE DEFINITIVE
GUIDE TO LEGAL
REPRESENTATION
IN NEW YORK,
NEW JERSEY &
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THE BEST
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INTRODUCTION

Simply THE BEST LAWYERS THE NEW YORK AREA HAS TO OFFER

New York is not the kind of town where being good enough is ever good enough—and, if it's a lawyer you need, you should not settle for less than the best. At the end of the day, you want to be sure you've done everything within your power to get the best possible result for yourself, your business, your family.

There's no reason to let chance dictate your choice of an advocate. To be sure, an awful lot of names appear on the roll of bar-accredited attorneys, and some people will have you believe that choosing one attorney in lieu of another is about the same as selecting a gas station. Nowadays, of course, people tend to pick pumps pretty much on price. But when folks shop for legal services simply according to cost, they usually get what they pay for—and sometimes a great deal less.

Don't choose randomly. Asking around is one way to find a lawyer—assuming that the people you ask happen to be experts on the quality of legal advice. Or you could search law journals and law firm marketing materials, but they often hide inferior skills or—the most frequent bugaboo of dissatisfied clients—indifferent client service. Some lawyers take a retainer one day and forget your name the next.

Yet the lawyer selection process does not have to be such a forbidding task. The finest legal minds are all in this directory, *The New York Area's Best Lawyers*, drawn from *The Best Lawyers in America*®. These first-tier attorneys, listed according to practice area specialty, were nominated by and voted in by their peers. They can't pay to get their names included on the list and they have to remain at the top of their game to stay on it.

New York magazine teamed with both *Best Lawyers*, the leading referral list in the legal profession, and ALM, the leading provider of legal news and resources for diverse professionals, to provide this invaluable resource for readers with every law-related need under the sun. No guide makes hiring a lawyer automatic. But this one certainly makes it easier.

In a town full of stars, talent rules. Choose the best.
—Lori Tripoli

METHODOLOGY

This list is excerpted from the 2007 edition of *The Best Lawyers in America*, the preeminent referral guide to the legal profession in the United States. Published since 1983, *Best Lawyers* lists attorneys in 77 specialties, representing all 50 states, who have been chosen through an exhaustive survey in which thousands of the nation's top lawyers confidentially evaluate their professional peers. The 2007 edition of *Best Lawyers*, which will be published in September 2006, is based on more than 1.7 million evaluations of lawyers by other lawyers.

The method used to compile *Best Lawyers* remains unchanged since the first edition was compiled more than 20 years ago. Lawyers are chosen for inclusion **based solely on a vote of their peers**. Listings cannot be bought, and no purchase is required to be included. In this regard, *Best Lawyers* remains the gold standard of reliability and integrity in lawyer ratings.

The nomination pool for the 2007 edition consisted of all lawyers whose names appeared in the previous edition of *Best Lawyers*, lawyers who were nominated since the previous survey, and new nominees solicited from listed attorneys. In general, lawyers were asked to vote only on nominees in their own specialty in their own jurisdiction. Lawyers in closely related specialties were asked to vote across specialties, as were lawyers in smaller jurisdictions. Where specialties are national or international in nature, lawyers were asked to vote nationally as well as locally. Voting lawyers were also given an opportunity to offer more detailed comments on nominees. Each year, half of the voting pool receives fax or email ballots; the other half is polled by phone.

Voting lawyers were provided this general guideline for determining if a nominee should be listed among "the best": "If you had a close friend or relative who needed a real estate lawyer (for example), and you could not handle the case yourself, to whom would you refer them?" All votes and comments were solicited with a guarantee of confidentiality—a critical factor in the viability and validity of *Best Lawyers*® surveys. To ensure the rigor of the selection process, lawyers were urged to use only their highest standards when voting, and to evaluate each nominee based only on his or her individual merits. The additional comments were used to make more accurate comparisons between voting patterns and weight votes accordingly. *Best Lawyers* uses various methodological tools to identify and correct for anomalies in both the nomination and voting process.

Ultimately, of course, a lawyer's inclusion is based on the subjective judgments of his or her fellow attorneys. While it is true that the lists may at times disproportionately reward visibility or popularity, the breadth of the survey, the candor of the respondents, and the sophistication of the polling methodology largely correct for any biases.

For all these reasons, *Best Lawyers* lists continue to represent the most reliable, accurate and useful guide to the best lawyers in the United States available anywhere.

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GERSOWITZ LIBO & KOREK, P.C.

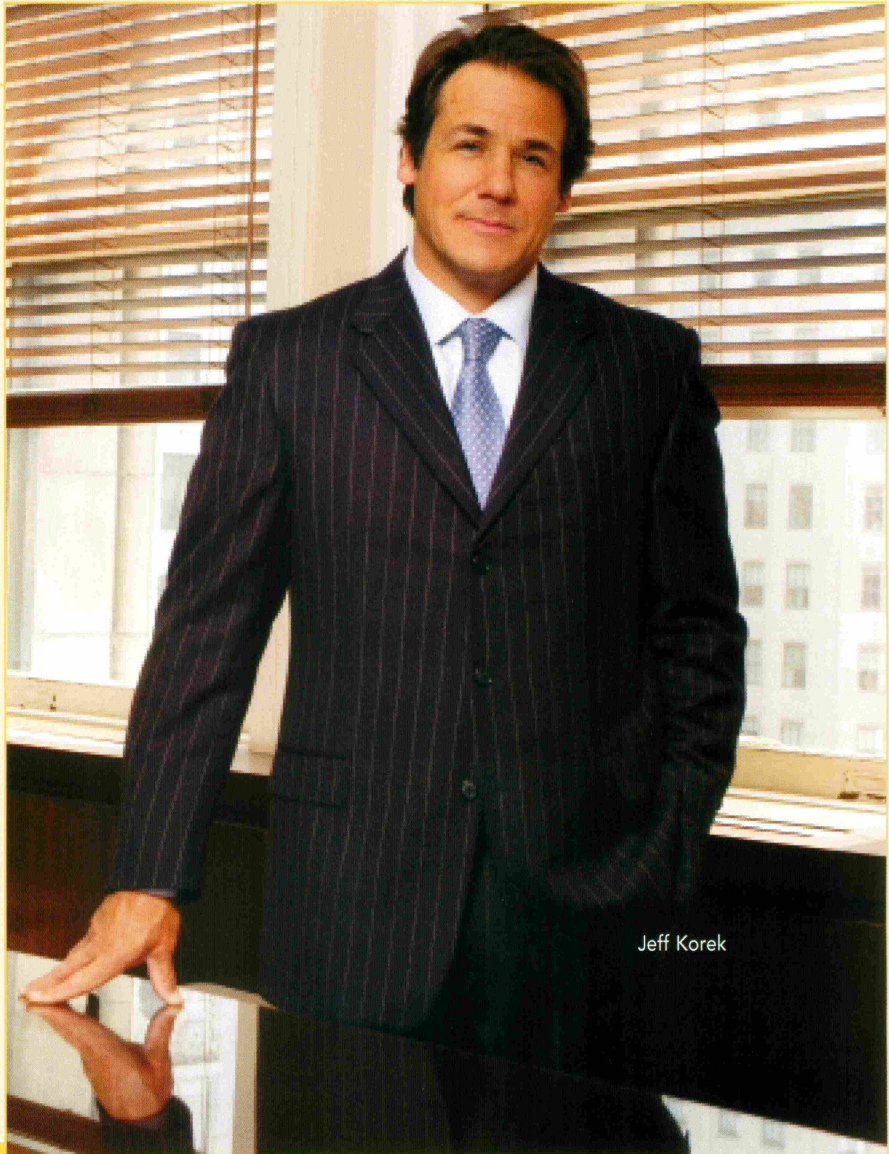
One of the defining moments that would ultimately help shape attorney Jeff Korek's future came pretty early on in his law career. "I did defense work for a Wall Street firm for five years and won a verdict on behalf of a window company and saw a 19-year-old kid get nothing," Mr. Korek says. "His lawyer wasn't as passionate as he should have been. I decided then that it was my natural place to represent injured people."

FAST FORWARD TO TODAY, Mr. Korek's firm Gersowitz Libo & Korek, is one of New York's preeminent personal injury and medical malpractice firms, winning multimillion-dollar verdicts and settlements for clients in a diverse array of cases. And the firm, Mr. Korek says, is small enough that it's able to provide an intimate service unlike what might be found at some of the larger houses.

"WE TRY TO ACQUAINT EVERYONE in the office with the clients so that their cases become causes," he says. "We've got an incredible support staff who become intimately involved with clients to make sure that they get the proper support." To be sure, with five attorneys and 15 support staff, Mr. Korek says clients never have to worry that someone won't return a call. "You've got multiple people to speak to who know your situation," he says.

JEFF KOREK CREDITS

most of his unrelenting work ethic and his ability to connect to jurors to his father, who had an East New York, Brooklyn glass business and installed windows up until his retirement at age 70. "I've been a regular guy all my life," he says. "That helps me relate." But don't be fooled by Mr. Korek's modesty: he is very, very good at what he does — and has gained the recognition of his peers by being named the



Jeff Korek

"I've been a regular guy all my life. That helps me relate."

president-elect of the New York State Trial Lawyers Association. He will take over the presidency in July of 2007. He was also recently installed as the president of the American Board of Trial Advocates.

BUT HIS SINGULAR AMBITION is — and likely always will be — going to bat for clients who find themselves mired in life-altering tragedies. "Run from an attorney who only sees you as a vehicle for money," Mr. Korek says. "Run to someone who will spend all his waking hours thinking about your case."

GERSOWITZ LIBO & KOREK, P.C.

111 BROADWAY, 12TH FLOOR • NEW YORK, NEW YORK 10006

ph: 212.385.4410 • fax: 212.385.4417 • www.lawyertime.com