


Acritas' Global Elite Law Firm Brand Index 2014

Rank	Firm		Brand Index
1	 BAKER & MCKENZIE	Baker & McKenzie	100
2	C L I F F O R D C H A N C E	Clifford Chance	61
3	 NORTON ROSE FULBRIGHT	Norton Rose Fulbright	53
4	 DLA PIPER	DLA Piper	48
5	Linklaters	Linklaters	45
6	 Freshfields Bruckhaus Deringer	Freshfields	44
7	ALLEN & OVERY	Allen & Overy	42
8	 Hogan Lovells	Hogan Lovells	37
9	 JONES DAY	Jones Day	36
10	 Skadden <small>Skadden, Arps, Slate, Meagher & Flom LLP & Affiliates</small>	Skadden	32
11	 HERBERT SMITH FREEHILLS	Herbert Smith Freehills	29
12	WHITE & CASE	White & Case	22
13	LATHAM & WATKINS LLP	Latham & Watkins	19
14=	KING & WOOD MALLESONS	King & Wood Mallesons	18
14=	 EVERSHEDES	Eversheds	18
16	 SIDLEY AUSTIN LLP SIDLEY	Sidley Austin	17
17=	 DENTONS	Dentons	16
17=	ReedSmith	Reed Smith	16
19	SLAUGHTER AND MAY	Slaughter and May	14
20=	 amarchand mangaldas	Amarchand & Mangaldas	13
20=	Simpson Thacher	Simpson Thacher	13
20=	 C/M/S/ Law Tax	CMS	13

The Global Elite Brand Index portrays the competitive set of legal brands, indexed from the leader at 100 points, so all firms are impacted by any fluctuation in the leader's performance.

***Two firms share 14th rank and 17th rank with tied position. Three firms share 20th rank with tied position.
When legacy brands have been carried forward into newly merged firm brands, historic scores for the legacy brands have been aggregated to account for the effects of brand combination.

Methodology

Acritas' Global Elite Brand Index 2014 is compiled from analysis of an extract of data from the Sharplegal Global Elite survey 2014 dataset. All data is derived from 1185 interviews with respondents, in \$1 billion+ revenue organizations across the world, who have senior responsibility for buying legal services.

All interviews were conducted by telephone in local languages across 55 countries between October 2013 and August 2014 as part of the ongoing Sharplegal survey.

All interviewing was undertaken by Acritas in strict accordance with the rules governing best practice in research. As such, no law firm or other third party had any involvement in selecting sample, analyzing or influencing responses or the Index rankings.

The Sharplegal Global Elite Brand Index is determined through four open-ended questions from the full survey to find out from general counsel:

- The first law firms to come to mind
- The firms most considered for multi-jurisdictional deals
- The firms they feel most favorable towards
- The firms most considered for multi-jurisdictional litigation.

Full Sharplegal 2014 results will be available from January 2015.