



Winter 2014

Bliss Lawyers Bulletin

Attorney Spotlights

Nick B: Nick joined Bliss Lawyers in October 2013 as an attorney in the Commercial Transaction Group of a major New York City-based media company.

Who Nick Is: Nick is a seasoned transactional attorney with significant digital and intellectual property experience.

Previous Experience: Nick comes to Bliss Lawyers from a solo practice that focused on clients in the music and new media industries.

More About Nick:

Nick, a California native, now lives in Brooklyn, NY. In his spare time, Nick enjoys traveling, NFL football, music and reading.

Maura R: Maura joined Bliss Lawyers in August 2013 as an attorney at the U.S. parent company of a multinational entertainment and consumer electronics business, providing legal support to the U.S. parent as well as various U.S. subsidiaries.

Who Maura Is: Maura is a financial services attorney with

About Bliss Lawyers

Bliss Lawyers is a new legal model combining the benefits of secondment and virtual firms. With a national network of over 10,000 lawyers, we hire exceptional lawyers to work on temporary engagements at our in-house legal department clients. Our virtual platform allows us to pass considerable cost savings on to our clients while providing generous pay packages for our employees. Bliss Lawyers is a certified majority woman-owned business. We are committed to creating a diverse workforce and we are proud to be an equal opportunity employer.

Bliss Lawyers is a pioneer in providing a superior solution to the delivery of legal services. This is what general counsel want and this is what lawyers want. Here are some notable highlights and headlines that Bliss has been following that evidence this trend.

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Are Lawyers Facing the End of the Billable Hour?

Writing in the [Globe and Mail](#), Jeff Gray explores how firms and clients are looking beyond traditional billing to new cost-saving arrangements, such as outsourcing. The article describes how Royal Bank of Canada (RBC) and other large companies are demanding new billing arrangements that go beyond the decades-old standard of the billable hour.

According to its critics, the billable hour rewards firms by staffing too many lawyers on matters and provides little incentive to offer cost-effective legal services. Businesses have been pushing more and more for alternative fee arrangements that align the interests of the law firm and the client. Going forward, we may expect to see more alternative fee arrangements for particular services, whether a corporate

extensive experience in technology transactions, protecting and commercializing intellectual property, Internet law and corporate marketing and communications.

Previous Experience: Prior to coming to Bliss Lawyers, Maura served as Assistant General Counsel at a large accounting firms where she handled a diverse range of transactional and intellectual property matters. Prior to that, Maura was an associate in the Intellectual Property and Technology Practice Group of a major New York City law firm.

More About Maura:

Maura lives in Manhattan with her husband, a lawyer at a boutique litigation firm. They have two young sons, and recently adopted a four-year-old beagle. In her spare time, she enjoys cooking with her family, walks to the dog run with Nemo, and reading.

Upcoming Events

Book Launch Interview of Emma Fogt, Co-Author, Having Your All. Bliss Lawyers co-founder Deborah Epstein Henry interviews the author. Thursday, February 20. New Leaf Club, Bryn Mawr, PA. To register, please [click here](#).

Law & Reorder Quarterly Event. Bliss Lawyers co-founder Deborah Epstein Henry will moderate a panel discussion of general counsel to discuss the topic, What General Counsel Want. The event will be hosted by Willkie Farr & Gallagher LLP on Tuesday, March 11 from 12:15 to 2 pm. For more information and to register, please [click here](#).

Women Legal Forum 2014, Ark Group. Bliss Lawyers co-founder Deborah Epstein Henry will be a speaker. Tuesday, June 3. New York, NY.

acquisition, litigation or other legal service.

Technology is also a factor demonstrating the need to obviate hourly billing. Web-based application snow provide many services that used to be performed by junior lawyers, such as reviewing and cataloging masses of documents. The use of technology facilitates efficiency and certainty and justifies the need for flat fee billing.

Despite Years of Slow Demand for Legal Services, Survey Says BigLaw Profits Will Rise 5% in 2014

While few expect a blockbuster year for BigLaw in 2014, according to an [article](#) in the *ABA Journal*, the possibility of five percent growth in profits in 2014 is good news after years of slow growth and recovery. The findings are the result of a survey of 57 large law firms pointing to a strengthening global economy.

To enhance profitability, the survey suggests law firms should use client feedback programs to ensure that their attorneys are taking advantage of all opportunities for business growth.

How Bliss Lawyers Works Best With Companies & Lawyers

What niche in the marketplace does Bliss Lawyers fill? The roles we provide to our clients continue to evolve based on the market demand. However, the most frequent ways we currently support our clients is by providing sophisticated lawyers to work at our client's in-house legal department in these principal scenarios:

- Fill in for staffing gaps due to parental leave and medical leave;
- Help companies through reorganizations and transitions;
- Build out legal departments to cover shifting work flows due to sudden employee departures or otherwise;
- Bring in subject matter experts in evolving and/or specified areas of law, e.g., Volker Rule, new regulations, ERISA, etc.
- Provide cost-effective alternatives to outside counsel spend when companies are undergoing hiring freezes; and,
- Afford companies the luxury of "extended interviews" by having attorneys start on a temporary basis as Bliss employees to ensure they are a good fit prior to hiring them directly for the companies on a permanent basis.

If you are a legal department interested in learning more about Bliss Lawyers and its services, please [email](#) us to schedule a call or meeting.

What types of lawyers does Bliss seek to hire? The lawyers we hire continue to evolve based on our clients' needs. However, most often, we seek experienced, well-credentialed lawyers, ideally with large law firm and in-house experience as well as graduation from a top national law school.

Representative profiles of our lawyers include:

- Lawyers with less linear career paths who have left the



- profession for a period of time voluntarily or involuntarily;
- Lawyers who are entrepreneurial and want more flexibility and control in the way in which they work;
- Lawyers at the other arc of their career who are not ready to retire but who want more choice and flexibility in how and where they practice; and,
- Law firm lawyers who have been trying to transition to in-house practice and cannot do so without in-house experience.

We regularly have openings across the country for lawyers in a range of practice areas, including corporate, litigation, compliance, licensing, M&A, trusts & estates, intellectual property, and real estate and with experience in numerous industries, including financial services, technology, media, research and development, healthcare, energy, and consumer products. Positions vary from part-time to full-time and typically last from three months to more than a year, with some of the positions converting into permanent employment. Most of our lawyers work at the in-house legal department offices but some of our lawyers telecommute.

If you are seeking an opportunity to do challenging legal work in an in-house legal department on an engagement basis, with the possibility of converting your engagement into permanent employment, please [email](#) us your resume and [join our team](#).

From the
[Bliss Lawyers Co-Founders](#)



**Deborah Epstein
Henry**



Suzie Scanlon



Garry Berger



bliss lawyers ...it's not an oxymoron
