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**Bliss Lawyers Celebrates its 1st Anniversary:
Clients & Lawyers Report Being . . . Well . . . Happy!**

New York, NY (June 1, 2012) — Today Bliss Lawyers celebrates its first anniversary! As a new legal model, Bliss combines the benefits of two innovations – “secondment” and virtual law firms. It does this by providing high caliber temporary part-time and full-time lawyers in secondments where the lawyers work onsite within the client’s legal department, yet they are employed by Bliss. Its model is more cost efficient than others because it operates from a virtual platform, eliminating the costs associated with a traditional bricks and mortar business thereby enabling companies to significantly reduce their legal spend.

“Conducting research for my book, *Law & Reorder*, I have spoken with general counsel around the country who are looking for more cost effective and predictable legal fees through secondments,” said Deborah Epstein Henry, Co-Founder and Co-Managing Director, Bliss Lawyers. “The lawyer cost to the in-house legal department is about one-third of what traditional law firms charge and they have none of the burdens of hiring employees and increasing headcount,” Henry added.

The demand for seconded lawyers has grown considerably over the last decade and Bliss Co-Founders and Co-Managing Directors Suzie Scanlon and Garry Berger have experienced that need firsthand. In working as in-house counsel and then servicing major corporations from a virtual law firm platform, they have responded to the growing requests for secondments. When the demand became so great within their virtual firm, Scanlon and Berger teamed up with Henry to form a separate entity focused on providing seconded attorneys to clients. Henry is a legal industry expert on workplace redesign, with a decade of recruiting experience and a network of more than 10,000 A-list lawyers who are receptive to alternative career paths. What’s particularly fitting for the three lawyer Co-Founders is the ability to effectuate their personal missions – to further new legal models and new career paths at the same time.

“The organic growth of Bliss demonstrated to us not only that clients wanted something different but so did lawyers,” said Scanlon. “Our lawyers are top credentialed, experienced talent who are eager to gain in-house experience but they are also receptive to a less linear career path.” Bliss prides itself on treating its lawyers generously in terms of their pay, benefits and employee perks. “The logic is if our lawyers are happy, they’ll be more engaged in their work and be able to deliver top notch work to our clients,” added Berger.

Diversity is a signature of Bliss’ work. The company is certified as majority women-owned (by WBENC) which has been a real plus for clients focused on increasing their use of diverse suppliers. What’s exciting is that the diversity goes both ways. More than 75% of Bliss’ placements are women. In fact, some clients work with Bliss to increase their female representation at the higher ranks. The secondments serve as an important step in establishing that the lawyer is the right fit and often the lawyers convert into permanent employees.

“The cornerstone of Bliss Lawyers is its flexibility,” said Peter Piazza, Senior Vice President and General Counsel, Commercial Transactions, The Nielsen Company. “In a market where employers are uncertain of their staffing needs, Bliss understands the need to flex its model and customize its services to meet the demands of clients like us,” remarked Piazza. “The top quality legal work performed by the lawyers from Bliss combined with great client service has vastly exceeded any of our expectations. . . .”

About bliss lawyers

Bliss Lawyers is a new legal model combining the benefits of secondment and virtual law firms. With a national network of more than 10,000 lawyers, Bliss places high caliber temporary full-time and part-time lawyers and paralegals to work onsite in legal departments. Operating from a virtual platform, Bliss is able to pass significant cost savings on to its clients. Bliss is a certified majority women-owned business, which has been a considerable plus for clients focused on increasing their use of diverse suppliers. For more information, please visit www.blisslawyers.com.

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