



# *Looking For Work, In All the Right Places*

Presented by Big Law Business Development



➤ **11**

➤ **94.3**

➤ **0.048**



# What the Numbers Represent for Blackberry

## By The Numbers

- 11
- 94.2%
- 0.048



## Representation

- Number of Years Ago
- Market Share (Then)
- Market Share Now

Gartner

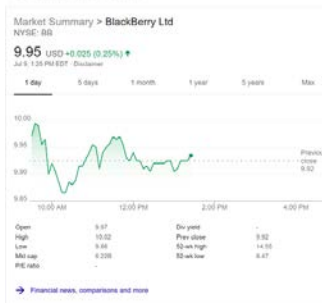
ctia™  
Everything Wireless

According to Gartner Group and CTIA (the wireless industry association)

# Need a Little More Proof

As of the closing bell of the NASDAQ July 9, 2018

\$9.65 Per Share



**BlackBerry Limited**  
Software company

BlackBerry Limited is a Canadian multinational company specializing in enterprise software and the internet of things, Wikipedia  
**CEO:** John S. Chen (Nov 4, 2013-) **Founder:** March 7, 1984, Waterloo, Canada  
**Headquarters:** Waterloo, Canada **Revenue:** 1.209 billion USD (Q4 2017) **Founders:** Mike Lazaridis, Douglas Fregin  
**Subsidiaries:** Good Technology, WashDot, Certicom, MORE

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**Apple**  
Technology company

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services, Wikipedia

**Products:** iPhone, Apple Watch, Macintosh, macOS, iPod, iOS, MORE

**Founded:** April 1, 1976, Cupertino, CA **Headquarters:** Cupertino, CA  
**Founders:** Steve Jobs, Steve Wozniak, Ronald Wayne **Subsidiaries:** Apple Store, Beats Electronics, EarPhone Inc., MORE  
**Did you know:** Apple is the world's ninth-largest company by revenue, Wikipedia

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People also search for

\$190.18



**Alphabet Inc.**  
Multinational conglomerate company

Alphabet Inc. is an American multinational conglomerate headquartered in Mountain View, California. It was created through a corporate restructuring of Google on October 2, 2015 and became the parent ... Wikipedia

**CEO:** Larry Page (Oct 2, 2015-) **Revenue:** 110.8 billion USD (2017) **Headquarters:** Mountain View, CA  
**Subsidiaries:** Google, CapitalG, Verily Life Sciences, CV, Calico, MORE

**Founders:** Larry Page, Sergey Brin  
**Did you know:** Alphabet Inc. is the world's second largest internet company by revenue, Wikipedia

People also search for  
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android

\$1,161.22



# So What Happened

## Blackberry Choose To Stagnate, Not Innovate



Maybe raised QWERTY keyboards and BES Servers Are Not Quite Enough

# Just Like These Law Firms They Refused to Innovate

BINGHAM

Brobeck

DEWEY & LeBOEUF LLP

DICKSTEINSHAPIRO LLP

THE DRAPER  
LAW FIRM, P.C.  
INTEGRITY. EXPERIENCE. COMPASSION

Heller Ehrman LLP

Kenyon

BH  
BUTLER & HOSCH  
butlerandhosch.com

THELEN LLP

HOWREY LLP

COUDERT BROTHERS LLP

Maybe There Wasn't Enough "Bet the Company" Litigation To Go Around

# In Today's Environment the Fortune 500 Treats Law Firms Like Vendors



Procurement

The Procurement Manager Has As Much (if not more)  
Power to Hire as the Legal Department

# And It Appears the Days of Blank Checks from Inhouse Counsel

Your name  
Address  
City, Zip

Date \_\_\_\_\_

0123

Pay to the  
Order \_\_\_\_\_ \$ \_\_\_\_\_  
Dollars

((( ))) Your bank  
info

for \_\_\_\_\_

:: Routing # :: " Account# " 0123

Are Over



# So, If We Know The Problem... What Is the Solution?



Underserved Recession Proof Industry (URPI) Company

# What Makes an URPI Company?

Recession  
Proof

These Companies Are  
Not Impacted by Swings  
in the Economy

The logo for SKS, featuring the letters 'SKS' in a bold, green, sans-serif font with a slight 3D effect and a shadow.

Peanut Butter and  
Jelly Jars

Always in  
Demand

Companies and/or  
consumers need the  
product or service

The logo for PACKSIZE, featuring a green square icon with a white 'P' shape inside, followed by the text 'PACKSIZE' in a bold, black, sans-serif font and 'ON DEMAND PACKAGING' in a smaller, black, sans-serif font below it.

Cardboard Boxes

Growing

These companies grow their  
revenues year after, year,  
after year

The logo for UMAX, featuring the letters 'UMAX' in a bold, red, sans-serif font.

USB Connectors

# Why URPI Companies?

**HAVE EVERY LEGAL PROBLEM AS F500 COMPANIES**

Need Legal Representation Too

**TYPICALLY IGNORED BY BIG LAW**

Big Law Can't Say They Represented a Junkyard

**LITTLE TO NO COMPETITION FOR THEIR WORK**

Who Wants to Go to a Water Filtration Factory?  
(you do)

But Wait Brian, “They already have legal representation”



Not actual picture of Brian Brown

I am always amazed by lawyer clairvoyance

# Remember This Slide

BINGHAM

Brobeck

DEWEY & LeBOEUF LLP

DICKSTEIN SHAPIRO LLP

THE DRAPER  
LAW FIRM, P.C.  
INTEGRITY. EXPERIENCE. COMPASSION

Heller Ehrman LLP

Kenyon

BH  
BUTLER & HOSCH  
butlerandhosch.com

THELEN LLP

HOWREY LLP

COUDERT BROTHERS LLP

If They Don't Know You, They Cannot Hire You

# Getting Known by URPI Companies

Associations

There Are Associations for Every Industry (DC, and Northern Virginia are Association Central)

They Have Newsletter

That Needs Content (most articles about the law are not written by lawyers)

Have Conferences

Has Panels, Keynote Speakers and Workshops (be one in 400, not one of 400)



SKS is a Member



**FIBRE BOX ASSOCIATION®**  
Cardboard Boxes



Junkyards

# Getting Known By URPI (example)

## IDENTIFY AN INDUSTRY

Automobile Used Parts

## IDENTIFY THE ASSOCIATION

Automotive Recyclers Association



## IDENTIFY LEADERSHIP

David Gold, President, Standard Auto wreckers

# But Wait Brian, “I Can’t Represent Junkyards”

(I was law review and clerked for a judge)



Not actual picture of Brian Brown

Most Business People Don’t Know Why That is Important



“And My Image of Junkyards is From the '70s”



But Times Have Changed)

# Brandywine Autoparts

[www.brandywineparts.com](http://www.brandywineparts.com)



Has a Multitude of Potential Legal Problems, Federal and State

- EEOC/Maryland Department of Labor
- Environmental
- Transportation (HAZMAT)
- Taxes



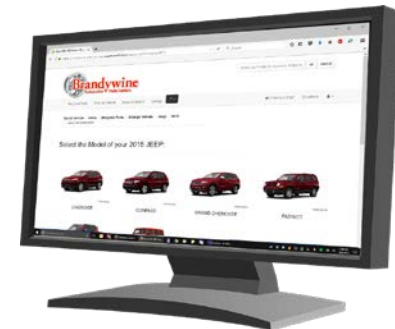
# Brandywine Autoparts (cont'd)

[www.brandywineparts.com](http://www.brandywineparts.com)



Has a 11 Locations:

- Bodyshop
- Mechanics on-site
- Engine/Transmission service
- Self-service
- Online ordering/delivery



# Why URPI (Recap)

Not Impacted by  
the Economy



Have Legal  
Problems



Untapped  
Market



**FORTUNE®**  
**500**  
2018

So, While Your Competitors Are Waiting for the Next RFP, "Bet the Company Litigation, or CLE for Work from the Fortune 500"

# You Will Be:

Winning New Work from URPI Companies Like...



Developing Relationships with CEO at Conferences Like...



# Contact Information

**Brian Brown**

**[Bbrown@BigLaw-BD.com](mailto:Bbrown@BigLaw-BD.com)**

**703.338.9677**

**[www.BigLaw-BD.com](http://www.BigLaw-BD.com)**

# For You Over Achievers

Pick Up a Business Journal And You Know What Is Missing...An Article From You

