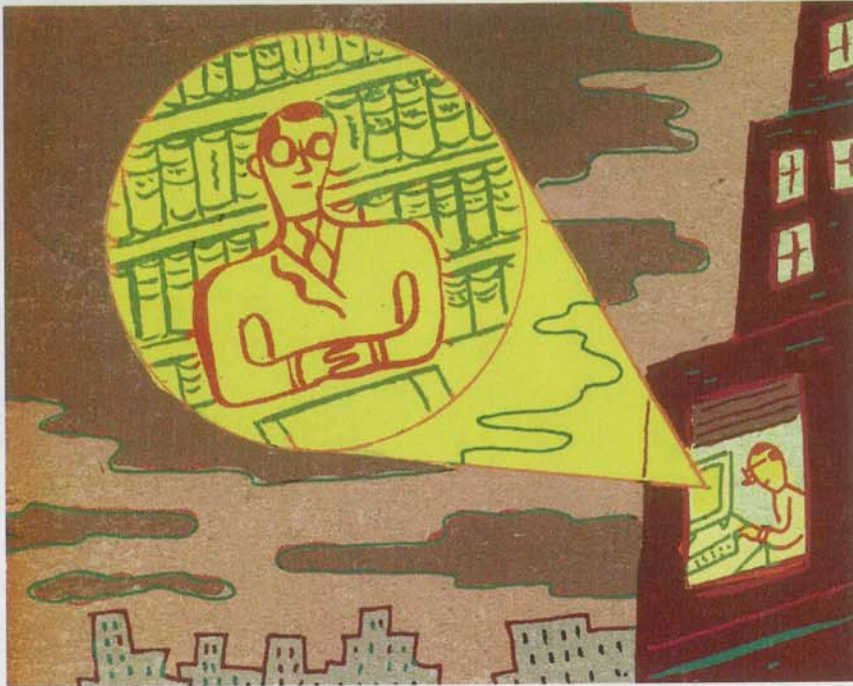


JOB SEARCH



Best Firms for Female Attorneys

OF THE "50 BEST LAW FIRMS FOR Women"—as named each year by *Working Mother* magazine and consulting firm Flex-Time Lawyers—seven are based in California. The listing, which includes firms with 50 or more attorneys, honors firms that are committed to addressing work/life balance issues through policies that promote the retention and advancement of female lawyers. In alphabetical order, the California firms are:

- Folger Levin & Kahn
- Hanson Bridgett
- Latham & Watkins
- Littler Mendelson
- Manatt, Phelps & Phillips
- Munger, Tolles & Olson
- Pillsbury Winthrop Shaw Pittman

BIZ DEV

Face Time for Lawyers

WITH MORE THAN 300 million people on the social networking site Facebook.com, it's inevitable that some of them are lawyers. But what happens when an attorney's personal and professional life overlap online? So far, the answer includes both opportunity and hazard.

Like nearly all online social networks, Facebook is a site where people can create personal profiles and post photos and videos. Access to each profile can be restricted to only those the owner accepts

as "friends." People can also join "interest groups," where they may meet others who share a common interest.

Early this year IP lawyer Daliah Saper, principal at Saper Law Offices in Chicago, did just that when she joined a Facebook interest group about Israel. Another member of the group had a question about contracts and contacted Saper. By March Saper found herself with a new client. "I didn't even have to try to get that business," she says. "I was just in a public area [online], and that person happened to find me."

Beyond such happenstance, some lawyers use Facebook as a marketing tool. "I was slow to come to it—the idea of putting things out there in such a prominent way," says Beverly Hills sole practitioner Patrick Gorman, whose firm is listed on Facebook. "Now I know it's a great way to serve my clients and have more of a public

Continued on next page

Best Law Firms to Work for in L.A.

BASED ON SUCH CRITERIA AS employee benefits and job satisfaction, an annual survey of the best companies to work for in Los Angeles lists several law firms. Among large companies (250 employees or more), Sheppard Mullin Richter & Hampton was ranked the eighth-best place to work. Law firms with 25 to 249 employees that made the list for medium-size companies are:

- 8 Bingham McCutchen
- 32 Bryan Cave
- 33 Berman, Berman & Berman
- 34 Katten Muchin Rosenman
- 40 Sonnenschein Nath & Rosenthal
- 45 Perkins Cole
- 48 Rutter Hobbs & Davidoff
- 50 Liner Grode Stein Yankelevitz Sunshine Regenstreif & Taylor

Source: Los Angeles Business Journal

Marc Rosenthal

FACEBOOK DON'TS

- Don't give legal advice in online forums.
- Don't comment on cases in which your firm is representing a party.
- Don't harm your reputation by posting too often or displaying indiscreet photos.
- Don't think your Facebook profile can replace all traditional marketing.