BTI Recognizes Joseph Potenza and Banner & Witcoff for Superior Client Service

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Banner & Witcoff shareholder Joseph M. Potenza was recently recognized by BTI Consulting Group as a 2013 *BTI Client Service All-Star*. He was one of only 19 intellectual property attorneys who were named individually, and unprompted, by clients for delivering the best service.

BTI Consulting Group, a leading provider of strategic research to the legal services industry, asked more than 240 in-house counsel from Fortune 1000 and other large companies to determine which attorneys stood apart from their colleagues in five areas: client focus, exceptional understanding of the client's business, outsized value, legal skills and outstanding results. A total of 307 attorneys were named by those corporate counsel in the survey.

For the first time, BTI Consulting Group also included Banner & Witcoff in its *BTI Client Service A-Team* report. For its 2013 edition, BTI Consulting Group interviewed the same corporate counsel at Fortune 1000 and large companies to identify the top law firms for client service.

Banner & Witcoff ranked 62nd out of 332 law firms in the report and earned "Honor Roll of the Best" status in 16 of the 17 categories general counsel and executives use to select and evaluate outside counsel:

- Client focus
- Commitment to help
- Understands the client's business
- Provides value for the dollar
- Keeps clients informed
- Legal skills
- Quality products
- Deals with unexpected changes
- Handles problems
- Meets core scope
- Breadth of services
- Helps advise on business issues

- Unprompted communication
- Brings together national resources
- Anticipates the client's needs
- Innovative approach

For more information on the 2013 *BTI Client Service All-Stars*, please click here. For more information on the 2013 *BTI Client Service A-Team*, please click here.

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