

MIDSIZE HOT LIST | A SPECIAL REPORT

Good things, it seems, come in midsize packages. We asked our readers to nominate law firms with between 51 and 150 attorneys and that excel at deal making, litigation, counseling and other legal services. The 20 firms we highlight this week do all that and more—they also have demonstrated creative strategies that keep them competitive against much larger law firms. They build cultures that attract and retain top talent. And they take pains to understand and serve their clients' needs.



BLANDIN BELUSHIN

MAURA WOGAN

Frankfurt Kurnit Klein & Selz

Love Super Bowl commercials? Frankfurt Kurnit Klein & Selz represented the ad agencies responsible for nearly a dozen of the spots broadcast in February. Big into indie film? Eleven of the firm's clients showed their work at Sundance in 2014. Your kids (or the kid in you) obsessed with Disney's "Frozen"? Frankfurt Kurnit negotiated development of a Broadway version.

Oh, and one of the firm's partners wrote the viral blog, "The Legal Ethics of Better Call Saul."

The firm's litigators, meanwhile, successfully represented clients including JetBlue Airways Corp., Mars Inc. and the makers of Gatorade in state and federal courts as well as in alternate dispute resolution. Core practices include media, entertainment, advertising and intellectual property.

Behind the firm's successes, which include a growing video game practice, is a dedication to its diverse roster of lawyers. Maura Wogan, an entertainment litigator and the firm's first female partner, said

Frankfurt Kurnit "has always been committed to the development of its women lawyers, and that commitment has paid off."

The New York firm, founded in 1977, has 34 partners, 20 associates and 14 of counsel. Women make up half of the firm's 68 lawyers.

"The wonderful thing about our firm is that each individual lawyer brings unique strengths, and those different types of strengths, different types of talents, are part of the decision-making process for anyone up for partner," Wogan said. She represents Hasbro Inc. in a case that will determine whether the company will regain film rights for its Dungeons & Dragons franchise.

That focus on the individual extends to the clients. "We're not this big, bureaucratic behemoth. We don't have to apply rigid structures to everything we bring in," managing partner Jeffrey Greenbaum said. "We're very good at actually listening to clients asking, 'Can you help me?'"

—MIKE SACKS

FIRM FACTS:

- Year founded: 1977
- Headquarters: New York
- Total attorneys: 68
- Partners: 34 ■ Associates: 20