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Introducing JD Supra: New Legal Research Site Offers Free Access to Court Documents, Legal Filings and Articles on the Law across All Practices

JD Supra posts court pleadings and rulings, as well as attorney articles and other content, giving buyers of legal services a wealth of searchable content free ;Morrison Foerster, Mintz Levin, Lane Powell, and Electronic Frontier Foundation among first to post content at launch

SAN FRANCISCO (February 26, 2008) – The legal profession has its first user-generated Web site for free document search across all practice areas. San Francisco-based **JD Supra** announced that it has launched operations, providing a free online repository of original legal documents and content that is certain to change the way buyers of legal services use the Web in finding the right attorney for any type of matter.

JD Supra offers lawyers from all disciplines a platform for posting official court filings and decisions, as well as original research, marketing materials and even document templates that can be accessed without fee by anyone using its site – www.jdsupra.com. It is one of the first Web 2.0 businesses designed expressly for the legal community at large.

Using **Google Mini**, a robust search appliance licensed from Google, Inc., JD Supra offers universal search technology to help lawyers – from solo practitioners to attorneys working at medium and even large firms – better showcase their practices and also connect with peers and potential clients.

According to a recent study by Web research firm ComScore, more than 44 million people now use the Internet to research the law and seek legal services in their area. While most law firms have Web sites and many attorneys are active bloggers, until now there hasn't been a central site where legal content is aggregated for easy research and one-stop shopping for legal counsel. JD Supra is that site.

Established legal research services such as **Westlaw** and **LexisNexis** charge hefty fees for searches. Many legal documents, especially trial material and even some court decisions, may be unavailable even through paid subscription services. Court filings in particular are invaluable for research – offering detailed expositions of case law and arguments, as well as insights into judicial rulings. At JD Supra, these documents will now be freely accessible.

Attorneys registered on JD Supra can instantly upload documents in Word or PDF format, including:

- Court filings – pleadings, memoranda of law, appellate briefs, entire complaints and motions
- Decisions or rulings on motions, cases and appeals, as well as verdicts in specific cases
- Attorney articles, white papers, client alerts and other attorney-written content
- Document templates, such as trademark applications, a transactional due diligence checklist, sample family trust, letter of intent for property transaction, response to request for RFP

JD Supra generates revenues by selling advertising space on the site, as well as through premium services to attorneys and participating law firms. However, the company does not charge lawyers for posting content or creating profiles that link to their posted content.

Already, several national and international firms are participating in JD Supra's launch, including **Morrison & Foerster**, **Mintz Levin, Barnes & Thornburg**, and **Lane Powell**, as well as Canadian firms **Clark Wilson** and **Lang Michener**. Also joining as a founding contributor is the **Electronic Frontier Foundation**, the leading digital freedom advocacy group, which litigates cases around the world and generates steady content related to privacy, intellectual property, cyberlaw and free speech.

The company was founded by **Aviva Cuyler**, a San Francisco-based litigator who developed the site with a team of experienced Internet and legal marketing professionals.

"The idea for the site emerged when I was handling a case that required me to regularly work deep into the night briefing pre-trial issues," Ms. Cuyler noted. "I knew that other attorneys had already researched and addressed the same issues we were up against, but I didn't have access to their thinking. The inefficiency of that scenario, which unfortunately is all too common in our profession, struck me as a recurring problem in need of a solution. And it inspired me to create a free venue and online exchange in which lawyers can share their work product and other content in a searchable database open to all users."

"We conceived JD Supra as a collaborative and totally open forum for the legal community – it fulfills a pure research function that over time will hopefully make it the most complete free archive available of case filings, legal articles and decisions, but it will also support business and practice development because of the site's ability to assist clients in locating the right attorney by previewing prior work product that demonstrates on point experience and expertise," Ms. Cuyler added.

"In a world in which YouTube and Google have established new rules for user-generated content and universal search, JD Supra hopes to redefine those two key concepts for the legal profession," she said.

Backing from Major Firms

JD Supra is a godsend for attorneys everywhere who can use the site to leverage the way they network with other practitioners and prospective clients. Users researching a particular topic – say, immigration, employment or bankruptcy law – will be able to quickly find their way to relevant postings that have the potential to lead to live engagements. The site also allows attorneys to create free detailed profiles of themselves and their firms, linked to their posted documents and enhancing marketing efforts.

The site should appeal to a cross-section of sophisticated users, including in-house counsel, legal scholars, entrepreneurs, and big firm attorneys interested in an up-to-date document search on a complex issue – say, an article on patent interference or a recent ruling in a securities class action. The site could prove to be a potent referral source for any lawyer based on the strength of timely content postings.

JD Supra is a Web business ready for prime time, given that lawyers are among the most prolific content generators. Ms. Cuyler and her development team have created the perfect online edifice for bringing buyers and sellers of legal services together, as well as scholars, non-profit advocates, the media and others who follow legal issues. The site should demonstrate that in the law, as in any other source of deep content, "If you build it, they will come."

Motivated Users: Reaching Multiple Constituents

Attorneys positing content can create in-depth professional profiles highlighting their practice expertise and experience along with latest postings. The profile is available by browsing or keyword searching, as well as via link to posted documents. All documents are connected to contributor profiles. Thus, when potential

clients research a subject, they are can connect to an attorney they can see has experience with their particular issue.

“Someone conducting legal research or investigating a particular topic online is much more likely to then contact a lawyer who has posted relevant documents,” Ms. Cuyler said.

JD Supra also works as a qualified resource for the media. Reporters can use the site to find a lawyer with experience and point of view on a specific issue for possible commentary. In turn, attorneys can direct journalists to newsworthy court filings, decisions and verdicts simultaneous with their filing. Contributors can designate a posting as a “Hot Document” for added urgency. Users will be able to flag it in the “Scoop” section, available from the home page. Additionally, journalists and other interested users can subscribe to an RSS feed of these hot documents to stay current on issues of concern to them.

Targeted Document Searching

Documents posted on JD Supra span a wide range of legal topics, from antitrust and trade, to zoning, planning and land use, corporate, intellectual property, product liability – there is no limit to subjects covered. In addition to Google Mini power searches, JD Supra sets itself apart by integrating legal taxonomy into its algorithms, so that searches and results are even more targeted than on Google itself. For example, JD Supra allows the user to add limiters into its search criteria, such as “only pleadings,” in the “federal courts of the Second Circuit plus the New York Superior Court” on the subject of antitrust. A lawyer searching on Google would have to sort through all sorts of references that may be unrelated to their research.

A few of the documents currently available on JD Supra include:

- A civil action order quashing a township’s subpoena to Google to release the identity of a blogger;
- A legal update by the European Commission into pharmaceutical companies with significant operations in Europe;
- A state Supreme Court decision ordering a \$1.2 million payment to a plaintiff in compliance with a prior agreement to settle a claim for extra costs the plaintiff had incurred for construction work performed at a community college;
- An appellate brief submitted to the US Court of Appeals for the First Circuit arguing against a petition to certify a count for an ERISA class action against a company;
- An advisory on a new proposal by the Internal Revenue Service that includes a handful of important changes that will materially impact cafeteria plan operation and maintenance;
- A California appellate decision denying shareholders a writ of mandate to inspect corporate records;
- A decision by the U.S. District Court for the Southern District of Ohio, Eastern Division, denying plaintiff’s claim to jurisdiction in a patent infringement dispute;
- An article giving a libertarian perspective on religion and the U.S. Constitution.

“JD Supra is a true game-changer for legal research and marketing,” said **Tim Stanley**, founder of FindLaw and CEO of Justia.com, a legal information company.

“JD Supra is helping build a full spectrum of quality legal content, without a bias in terms of practice orientation, market location or firm specialty,” he added. “In my view, JD Supra is the next generation of the virtual law library of shared information, encouraging participation by those who contribute and giving unfettered access to everyone who needs it.”

Professional Team

JD Supra was borne out of savvy development team experienced in law, legal marketing, content management, as well as Website development and design. The launch group includes:

Aviva Cuyler, founder and co-manager – Ms. Cuyler practiced law for 11 years, primarily in business litigation. She handled cases involving commercial real estate, securities, antitrust, patent, health care, disability, telecommunications, and construction. She has worked on large, complex litigation matters in the Second and Ninth Circuits of the federal courts, and also in the California state courts.

Larry Bodine, marketing – Mr. Bodine is one of the country's leading law firm marketing professionals. He served as marketing director for Sidley Austin and as a marketing consultant for other firms. He also worked as editor-in-chief of the American Bar Association Journal for eight years. Mr. Bodine runs his own well-regarded marketing blog, www.lawmarketing.com.

Steven Matthews, Web strategy – Matthews is founder and principal of Stem Legal, which helps service providers bring Web visibility to the legal industry. Mr. Matthews previously directed Web strategy, marketing, search engine optimization operations, internal knowledge management programs, and library services for Clark Wilson LLP.

Adrian Lurssen, managing editor – As an early employee at Yahoo! (1996 to 2001), Mr. Lurssen created and managed the company's first team of editors and writers whose work included the Daily and Weekly Picks features, news Full Coverage, Ask Yahoo!, and Buzz Index, as well syndicated editorial features in national newspapers and magazines. Mr. Lurssen has helped prepare much of JD Supra's editorial content. He is also a published poet and maintains his own poetry blog.

POP Interactive, Web design and development – POP Interactive, a pioneering leader in interactive marketing and communications, is led by co-founders Peter Barzo and Deborah Christie. POP has specialized in providing Web services to the legal industry for over 12 years, including developing award-winning sites for firms Orrick, Herrington & Sutcliffe and Littler Mendelson, as well as The Bar Association of San Francisco.

Note: JD Supra is the first Website to allow free, user-generated posting and aggregation of content for the legal community. The company promotes the open exchange of legal documents – including court decisions and attorney-written material – to benefit legal professionals and purchasers of legal services, as well as academics, the media and the general public. JD Supra is based in San Francisco. For more, visit www.jdsupra.com