



NEWS RELEASE

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2009 InnovAction Award Winners Announced

College of Law Practice Management announces 2009 InnovAction Awards and Honorable Mentions

July 29, 2009 – Parker, Colorado – Israeli legal organization New Family is the 2009 recipient of the coveted InnovAction Awards from the College of Law Practice Management, while New York-based legal services provider Practical Law Company, Inc. received the first-ever InnovAction Honorable Mention Award.

For the fifth straight year, the InnovAction Awards have recognized outstanding innovation in the delivery of legal services, demonstrating to the legal community what can happen when passionate professionals, with big ideas and strong convictions, resolve to create effective change.

“The five InnovAction judges were greatly impressed by the groundbreaking ideas in the submissions from law firms and companies in the United States, Canada, and the Middle East, said Jordan Furlong, editor of the Canadian Bar Association’s *National* magazine and chair of the 2009 awards program.

Here is the 2009 InnovAction Award winning entry:

- New Family Organization was selected for its Family, Justice and Law initiative. Advocate Irit Rosenblum broke fresh ground defending a universal right to family as intrinsic to the practice of law. Rosenblum pioneered a new sphere of legal rights surrounding the family based on the conviction that the rights to marry, divorce, have children, bequeath and inherit assets, and conduct family life are

human rights and must be attainable to all regardless of faith, nationality, sexual orientation or status. She founded New Family to fill a critical gap in the practice of law in Israel: to attain the right of every individual to establish a family and to exercise equal rights within it. For the two million people in Israel who are subject to discrimination due to family status, New Family's achievements have been invaluable.

In addition, for the first time in 2009, the InnovAction Awards offered Honorable Mentions to entries that have taken an existing innovation in the practice of law, transformed it in a unique and valuable way, and made it better than before. "In past years, we've seen several entrants who've taken an innovative idea to the next level and created distinct business advantages," said Furlong. "The Honorable Mentions are designed to recognize these important initiatives."

Here is the very first InnovAction Honorable Mention:

- Practical Law Company, Inc. was selected for creating efficiency for business lawyers. Practical Law Company (PLC) is changing the way business lawyers work. It employs attorneys with significant experience practicing with the world's leading law firms and legal departments (e.g., Davis Polk, Skadden, Sullivan & Cromwell, Pfizer) to provide practical, up-to-date resources that help business lawyers practice more efficiently and provide greater value to clients. PLC provides the practical, generic level of information needed by all business lawyers that allows them to get up to speed quickly, stop reinventing the wheel, and focus on client- and firm-specific work. It launched its first US services in December 2008 to wide market acceptance. PLC began in the UK in 1990.

The College of Law Practice Management was formed in 1994 to honor and recognize distinguished law practice management professionals. To date, 200 practitioners from ten different countries have been inducted as Fellows of the College. The InnovAction Awards were initiated in 2004 and have further established the College as itself a legal profession innovator.

"We know a great deal of innovative thinking is at work around the world to solve the business challenges faced by law firms in today's competitive market. We want to focus the attention of the legal profession on these extraordinary achievements in order to show what can be accomplished when firms dare to take a true leadership position," said College Past President and InnovAction judge Marilyn Astin Tarlton, who is the principal of Astin Tarlton.

Along with Ms. Tarlton, the other judges were:

- Maggie Callicrate, COO, Pierce Atwood, LLP;
- Thomas S. Clay, consultant, Altman Weil, Inc.;
- Greg Siskind, founding partner, Siskind Susser Bland;
- Tony Williams, principal, Jomati Consultants LLP.

The awards will be presented on Saturday, September 26, at a special session during the 2009 Futures Conference held in conjunction with the Annual Meeting of the College of Law Practice Management in Denver, Colorado.

The 2009 InnovAction Awards are proudly sponsored by the following organizations with a passion for innovation.

Platinum Sponsors:

- Greenfield/Belser Ltd.,

Gold Sponsors:

- American Bar Association Law Practice Management Section;
- Canadian Bar Association;
- *InsideCounsel*;
- International Legal Technology Association;
- Legal Marketing Association;
- Levick Strategic Communications.

Silver Sponsors:

- Altman Weil;
- Association of Legal Administrators,

In addition, 2009 Friends of InnovAction include: Mark Beese, Leadership for Lawyers; David J. Bilinsky, Thoughtful Legal Management Consulting, Jim Calloway, Oklahoma Bar Association, Connie Crosby, Crosby Group Consulting; Carolyn Elefant, MyShingle.com; JoAnna Forshee & Jobst Elster; InsideLegal.com; Ron Friedmann, Integreon; Edward Poll, LawBiz; SLAW.ca, and Merrilyn Astin Tarlton, Astin Tarlton.

Contact information for the winners is listed below.

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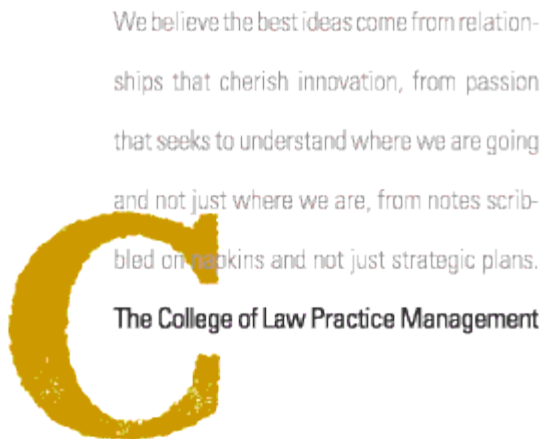
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The College of Law Practice Management was formed in 1994 to honor and recognize distinguished law practice management professionals, to set standards of achievement for others in the profession, and to fund and assist projects that enhance the highest quality of law practice management. Its web site is www.colpm.org.

The College of Law Practice Management and our Fellows inspire excellence and innovation in law practice management by:

- Honoring extraordinary achievement
- Developing, exchanging and disseminating knowledge
- Stimulating innovation in the delivery of legal services

To date, over 200 practitioners from ten different countries have been inducted as Fellows of the College. The Fellows include lawyers, administrators, professors, consultants, marketing directors, and others who have made significant contributions to the profession. They are active in or retired from a wide range of professional organizations -- the International Bar Association, the Association of Legal Administrators, the Legal Marketing Association, the Association of Corporate Counsel, the American Bar Association Section of Law Practice Management, and others.

In addition to honoring and recognizing those who have contributed to the profession, the College presents Annual Meeting programs that focus on current issues facing the legal profession and look to the future of the profession. The College also administers the **InnovAction** Awards Program which is a worldwide search for lawyers, law firms, law departments, and other providers of legal services who are currently engaged in some extraordinary innovative efforts.

A Board of 15 Trustees governs the College and directs its activities. The College is a Michigan nonprofit corporation that is recognized as a 501(c)(3) tax-exempt organization.
