

## **Joint Perkins Coie, Davis Wright Tremaine, and Greenberg Traurig Team Selected as Winner in Microsoft's Legal Business Design Challenge**

**SEATTLE (June 26, 2020)** - Perkins Coie is pleased to announce that its innovative virtual law firm team partnership with Davis Wright Tremaine and Greenberg Traurig has been selected as one of two winners in Microsoft's Trusted Advisor Forum on Innovation, a legal business design challenge aimed at driving innovation in Microsoft's relationships with outside law firms.

Eleven law firms submitted proposals for the challenge and the winning proposal from the Perkins Coie, Davis Wright Tremaine, and Greenberg Traurig team will now be put through a six-month accelerator program to further develop the proposal, working with Bold Duck Studio and Microsoft.

"Microsoft is one of the world's most innovative companies and we're excited to be selected with Davis Wright Tremaine and Greenberg Traurig to help Microsoft drive digital transformation of its product licensing process," said Judy Jennison, a partner in Perkins Coie's Intellectual Property practice. "We are constantly looking at ways to innovate the delivery of our legal services, including the use of new technologies like artificial intelligence, and to make it a more streamlined and successful process for our clients. We are looking forward to participating further in this cutting-edge challenge."

Using the virtual law firm consortium model, the three firms proposed a process to transform Microsoft's volume licensing process to help make it faster, more efficient, and more profitable. The proposal aims to reduce the time Microsoft attorneys need to spend on less complex transactions while enabling Microsoft's legal teams and business clients to make data-driven decisions to help drive Microsoft's product sales.

The law firms' approach of creating a collaborative virtual law firm consortium to coalesce around Microsoft's common goals was cited as one of the reasons the submission stood out.

The cross-business Perkins Coie, Davis Wright Tremaine, and Greenberg Traurig team consisted of Perkins Coie's Judy Jennison, and Senior Program Manager Uwe Goeker; Davis Wright Tremaine's Partner Wendy Kearns and Client Experience Manager Gerald Glover III; and Greenberg Traurig's shareholders Jonathan Beckham and Tom Romer.

Perkins Coie is a leading international law firm that is known for providing high-value, strategic solutions and extraordinary client service on matters vital to our clients' success. With more than 1,200 lawyers in offices across the United States and Asia, we provide a full array of corporate, commercial litigation, intellectual property, and regulatory legal advice to a broad range of clients, including many of the world's most innovative companies and industry leaders as well as public and not-for-profit organizations.

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