

Trey Cox Speaks to Importance of Credibility for Trial Lawyers With Bloomberg Law After 2026 Unrivaled Recognition

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What's the key to winning over a jury or judge in a high-profile trial? According to partner Trey Cox, the answer is credibility. He spoke with [Bloomberg Law](#) [PDF] after being named to the publication's 2026 Unrivaled list and said that credibility "is a lawyer's stock in trade. Jurors trust lawyers who tell the truth, then prove it with documents, corroboration, and plain facts. Do not overstate, dodge bad facts, or ask jurors to accept claims the record will not support. Every theme, witness, and exhibit must build trust. Credibility comes from restraint, consistency, and conduct. Jurors watch everything. In the end, credibility is not declared. It is demonstrated."

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