

THE NATIONAL LAW JOURNAL

ALM.

NLJ.COM | November 2022

2022 NLJ Awards: Professional Excellence

WINNING LITIGATORS | Finalist

Orin Snyder, Partner, Gibson, Dunn & Crutcher

■ **Tell us about your biggest win from January 2021 through June 2022 and how you achieved the result for your client.** The successful conclusion of the Tinder trial vindicated our clients, the founders and early employees of Tinder. This was a hard-fought trial made more difficult by the courtroom restrictions necessitated by the COVID crisis. The trial was also an all-out team effort with many of my colleagues playing leading roles. Tinder is one of the most successful companies in the world and the trial shined a spotlight on our clients' hard work and ingenuity in building the company into a juggernaut. In the end, the trial and settlement were a fitting tribute to our talented clients.

■ **Share two trial tips that have been key to your success.** 1) Trial themes: Define, refine, rethink, reconfigure, and perfect your trial



themes. Coherent and powerful trial themes are the bedrock of a winning trial strategy.

2) Preparation: There is no substitute for preparation. Witness outlines, witness prep, demonstratives, jury addresses—preparation, preparation, preparation and more preparation. There are no short-cuts. Never short-change preparation. ■