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.