



## Gray Plant Mooty Named to BTI Brand Elite 2017

March 21, 2017

MINNEAPOLIS (March 21, 2017) — The law firm of Gray Plant Mooty is pleased to share that it has been listed in *BTI Brand Elite 2017: Client Perceptions of the Best-Branded Law Firms*. Gray Plant Mooty was ranked by corporate counsel among the top 20 percent of all law firms chosen for the most complex and high-risk work.

The BTI Brand Elite consists of law firms with the biggest imprint on corporate counsel in nine key differentiators, including innovation, accomplishments in client service, bet-the-company work, premium value, and client recommendations. BTI rankings are based on interviews with more than 600 corporate counsel at the world's largest and most influential companies, who shared insights on legal spending, key issues they are facing, and their relationships with law firms.

BTI has previously recognized Gray Plant Mooty and its attorneys in many of its legal rankings and guides. In November, the firm was named to the 2017 *BTI Client Service A-Team*, its seventh consecutive year on the list. Earlier this year, Gray Plant Mooty attorney Michael Gray was recognized in the 2017 *BTI Client Service All-Stars*. The firm has also previously been recognized in the *BTI Honor Roll of Most Feared Litigation Firms*.

### **About Gray Plant Mooty**

Gray Plant Mooty is recognized as one of the leading corporate law firms in Minnesota and one of the top franchise firms in the world. Our roots go back to 1866. Today, we are a 180-attorney, full-service firm with offices in Minneapolis and St. Cloud, Minn., Fargo, N.D., and Washington, D.C. Our attorneys and staff provide exceptional client service and value to our clients, and directly or with our global affiliations, we provide comprehensive legal services on a regional, national and global basis. Learn more at [www.gpmlaw.com](http://www.gpmlaw.com).