# Gray Plant Mooty Named to BTI Brand Elite 2018

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MINNEAPOLIS (May 22, 2018) — Gray Plant Mooty is named a BTI Brand Elite 2018 law firm. Based on feedback from top legal decision makers and corporate counsel, this ranking places Gray Plant Mooty among the Top 20 percent of all law firms viewed as long-term industry leaders.

The BTI Brand Elite gathers feedback in three core areas—Client Experience, Premium Worth, and Innovation—as well as nine key branding measures, including being highly recommended, confidence in ability to handle the most complex and high-risk work, and effective use of technology to add value to the client.

This ranking is based on interviews with more than 680 corporate counsel individuals at the world's largest and most influential companies, who shared their insights on the thought process used when selecting a firm to partner with and their perceptions of a firm's brand. Each firm included in the BTI Brand Elite is the direct result of a specific, unprompted client citation.

BTI has previously recognized Gray Plant Mooty and its attorneys in many of its legal rankings and guides. In January, the firm was named to the 2018 BTI Client Service A-Team list for the eighth consecutive year.

**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. We are a 180-lawyer, full-service firm with offices in Minneapolis and St. Cloud, Minn.; Washington, D.C.; and Fargo, N.D. Our attorneys and staff provide exceptional client service and value, and comprehensive legal services on a regional, national, and global basis. Our roots date back to 1866. Learn more at www.gpmlaw.com.