



# Gray Plant Mooty Named to BTI Brand Elite 2019

May 16, 2019

MINNEAPOLIS (May 16, 2019) — Gray Plant Mooty is named a BTI Brand Elite 2019 law firm, based on feedback from top legal decision makers and corporate counsel. Clients remarked, "Gray Plant Mooty's brand is strengthened by the firm's performance in driving value for clients."

The BTI Brand Elite gathers feedback in three core areas:

- Client Experience.
- Premium Worth.
- Innovation.

In addition, the recognition is based on 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 690 corporate counsel individuals at the world's largest and most influential companies. These individuals were asked to share their insights on the thought process used when selecting a firm to partner with as well as 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 December, the firm was named to the 2019 BTI Client Service A-Team for the ninth consecutive year.

## About Gray Plant Mooty



Gray Plant Mooty is a leading corporate law firm with one of the top franchise practices in the world. The firm's attorneys and staff provide comprehensive legal services with exceptional service and value to clients globally. The full-service law firm has offices in Minnesota, Washington, D.C., and North Dakota. Learn more at [www.gpmlaw.com](http://www.gpmlaw.com).