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Speical Issue (Gezundheit)

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Legal Bots

Coming Up Next Issue...

- **How Tweet It Is** – Putting a new sheen on the Twitter phenomenon.
- **It's Enough To Make You Sick** – How product placement seems to be injecting itself into prime time television programming.
- **Endorse This!** – A world-renown actor who has played Oscar Madison talks about his experiences being forced to actually use products in order to be paid for endorsements.

Light Byte

"If you sometimes feel like a nobody, take a quantum of solace in the fact that nobody's perfect.

So you must be perfect!"

— *Unanimous*

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Social Media

Legal Bots is pleased to have been given the scoop on a new social media initiative soon to be unveiled at Reed Smith LSD, one of the largest and most well-regarded law firms in the universe. Spearheading this initiative will be none other than Al Kaholik, one of the pioneers in social networking, best known for his work as creator of C3PU in the legendary Bar Wars motion picture series.

Al's first order of business in the newly created position of Chief Media Mogul—Special Effects and Interdigitation, will be to get a firm grip on the multitude of technologies available to lawyers—from HDTV, GPS and SMS, to EMS and RSU. Reached at his home in Vanuatu, Al noted that as law firm security is of paramount importance, all presentations, requests for gadgets, and orders for supplies and materials, will henceforth need to be encrypted. In addition, Al's new deputy, C. Nick Route, will be teleporting to each office to demonstrate new digital innovations to ensure each of us can be reached any time and all the time. Over time, BlackBerrys and other devices will be replaced with the proprietary new social-media-friendly device for lawyers, the iBrief. Judges and jurors, prosecutors and defense attorneys, bailiffs and court clerks can be friends, chirp at each other, link together, with a single, easy-to-use device—although Al confesses the three-character limit might pose a slight problem for lawyers (but then again, that is why it's iBrief!)

Another aspect of the firm's new social-media focus relates to personal interactions—meetings, presentations, client conferences and direct personal interaction. To provide training, Amanda B. Reckondwidth will assume the role of Chief – Meet & Greet Services. Working with Marketing, Amanda's goal is to quickly develop internal courses in catering, smiling, the etiquette of eating properly, floral decoration, aromatherapy, and a course in the art of winning clients and business entitled "101 Ways to Tell Clients You Love Them," inspired by the book of the same name. In accepting her new assignment, Amanda noted: "We can certainly improve in the area of client communications, generating more business for the firm, learning from our colleagues, and learning from the skills of others so that we gather and institutionalize our traditional legal capabilities to write and speak in run-on sentences, which include, without limitation, the kind of legal text, which others can emulate and use in order to attract clients and understand the proper use of gerund phrases, dangling participles and predicate nominatives that in turn may correspondingly, acting reasonably and in good faith, stimulate more business and greater revenue for the firm."

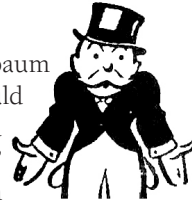
The firm will also adopt three proprietary social media platforms, taking great care to avoid infringing or trading on the good will of existing social networking brands. *Legal Bots* has learned that for letting people know where your favorite lawyer is located, a short 127-character, one-way messaging system branded "Critter" will be loaded onto every iBrief device. For social interaction and communication with clients, "Linkbook" will be the firm's distinctive platform, with lawyers referred to as sharks that will "accept" requests to become clients only from those offering a minimum of \$25,000 retainers. Of course, no law firm would be able to function without search capability, and so Reed Smith is rolling out its own search technology that will be known as "Goober."

Here are the logos *Legal Bots* has uncovered that are in development:



Government May Bail Out *Legal Bytes*; Intellectual Bankruptcy Possible

Sources close to *Legal Bytes* report that Joseph I. ("Joe") Rosenbaum is close to intellectual bankruptcy. Although Mr. Rosenbaum could not be reached for comment, his attorney, Orson Buggy, released the following statement: "Mr. Rosenbaum is simply out of ideas." Continuing, Mr. Buggy noted that "Despite trying everything from taking Ginkgo biloba (银杏) to plagiarizing college term papers, he just hasn't been able to garner a sufficient number of thoughts to fill the *Legal Bytes* blog, Tweet on JIRLaw, Face Facebook, or socialize on or in any media or medium. As a consequence, Mr. Rosenbaum has asked us to determine his legal alternatives, and we can't rule out intellectual bankruptcy."



A *Legal Bots* investigation revealed that *Legal Bytes* has applied for a government bailout, and sources close to the Department of Bits, Bytes and Binaries indicate that the government is considering providing some ideas to keep *Legal Bytes* going, at least through the end of 2011, in return for a 63.5 percent interest and a player to be named later. "Intellectual bankruptcy," a government spokeswheel noted, "would not be the end of the world for *Legal Bytes* either," since, first, the Mayan calendar would still allow Mr. Rosenbaum to continue until at least 2012, and, more significantly, would protect *Legal Bytes* long enough to allow it to reorganize itself into a number of alternatives using the exact same letters. Indeed, scraps of paper obtained by going through Mr. Rosenbaum's trash bin reveal he has been considering "Bagel Style" and "Beastly Gel," so that the asset value of the letters in *Legal Bytes* can be preserved for investors.

Reed Smith's FIG (Financial Industry Group) is changing its name to Association of Paid Principal Lien Eradicators (APPLE) after revealing that pens in banks don't work. In a study using virtually all of the FIG client development budget for 2010, FIG researchers determined that approximately 87 percent of pens in banks don't work either because they are out of ink or have been ripped from those little metal ball-bearing chains, leaving only a chain fragment dangling from the counter or a Plexiglas base. While the figure was lower than expected, the name change is critical so that future clients will not associate or attribute these findings to the Reed Smith FIG study. In a related story, *Reserved Banker Magazine* is

planning to release the results of another study tomorrow. *Legal Bots* has learned the article will disclose that banks plan to change the acronym for their cash and transactional machines currently known as ATMs (Automated Teller Machines) to Sensory Cash Activated Machines (SCAMs). Reportedly, a five-year study has shown that consumers are confused by the ATM designation, associating it with Reed Smith's Advertising Technology & Media law practice group. Although Reed Smith lawyers told the *Reserved Lawyer* they had not threatened legal action, bankers uniformly wanted consumers to associate their institutions with SCAMs rather than with a "bunch of lawyers." Reed Smith is now considering filing an

Useless But Compelling Facts

Answer the following trivia question and win a prize. What doesn't get used until you throw it away, but once you discard it, can never be removed? Everyone is eligible. Questions are indelible. This issue is inedible. Answers must be legible. Illegible entries will be revised by the judges in any way they like to make them legible—the judges will then be eligible to win the prize and you will not. Send your answers to aisle.b.there@reedsmithllsd.com.

London UnCommons

Lawyers at Reed Smith's offices in London are now openly expressing their frustration over the use and alleged abuse of the English language by their U.S. counterparts. In a public sign of protest, London office managing partner Neil Downe has now released an official list of the 10 most abused words in the English legal lexicon. They are: mittimus, sumage, dolus, quay, drayage, annuitant, witenagemote, kabana, transpire, hangwite and lapidation. Stay tuned for important developments.

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action based on the bankers' comments, which the law firm believes may be defamatory. No one from the cast of "Star Trek" or the crew of the Enterprise was available for comment.

Gnu & Gnoteworthy

Not much. Really.

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This issue of *Legal Bots* is intended for entertainment and parody only, and resemblance to real characters and people, actual events or places, is intentional. *Legal Bots* is published on April Fool's Day, subject to the availability of sufficient irrelevant and whimsical material that will fill up a page. Telling you to avoid contact with skin and eyes is absurd, but if your condition persists, consult your lawyer. The editorial staff assumes no responsibility for anything and violators will be prosecuted or towed at the owner's expense. No copying, peeking or digital effects are permitted unless written consent is obtained.

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