

Promotion

Partnering Law With Science to Skillfully Defend Catastrophic Injury Claims

The Berry Firm, P.L.L.C.

Knowledge is power. The Berry Firm knows it. It's the core of the firm's defense strategy. And it translates into a measurable advantage for the firm's clients in fighting personal injury suits.

The Berry Firm arms itself fully in order to "make it happen" for its clients. The firm enters a courtroom with far more than a coordinated team of experienced trial lawyers. It comes prepared for battle backed by experts of all specialties ready to defend every type of catastrophic injury case, be it a steel mill explosion, a train derailment, a trucking accident, or a medical malpractice claim. The firm's ease in navigating intense expert litigation ensures that all defensive strategies will be used to block claims of liability, causation, and damages.

"Too often, the target of a lawsuit can be bluffed by aggressive plaintiff lawyers who play fast and loose with scientific jargon, and they can bully a defendant into paying a higher settlement than is warranted," says D. Bowen "Bo" Berry, founder of The Berry Firm. A 20-year veteran trial attorney with a Preeminent AV rating, Berry fights against setting this kind of precedent. "Not only do defendants end up paying more than they should, they invite future similar lawsuits from these same plaintiff lawyers in the months and years ahead."

Berry doesn't get bluffed. He and his team know the science. They know where to find unassailable experts. They know how to present details that would otherwise be dry and tedious to a jury of average citizens. And, when needed, they pull out all the stops.

Recently, the firm hired a trusted figure, racer Bobby Unser, to assist in the successful defense of a multimillion-dollar lawsuit against the nation's leading automotive service and retail chain. With Unser's help, the firm located a vehicle like the one involved in the crash, assembled a team of tire experts, established a laboratory, and conducted experiments establishing that the chain's tire installation did not cause this tragic accident. And the jury agreed.

Keys to the success of Berry's innovative defense are the firm's willingness... make that *eagerness*... to take cases to trial. "We will run, not walk, to the courthouse," says Berry, who cut his teeth on medical malpractice early in his career. "From the first moment we accept a case, we are planning for our day in court before a jury. Because our opponents know we will take a case to trial, they also know they've got to be reasonable in settlement negotiations if they want to avoid trial."

Thanks to The Berry Firm's skillful use of dispositive motions, many cases are dismissed short of trial. At the very least, a case is a shadow of its former self after having had claims peeled off during the pretrial process. And the firm's rigorous, successful use of Daubert motions challenging the legitimacy of opposing scientific and medical experts can weaken a plaintiff's case to the point of nonexistence. A fearless appellate practice backs up the firm's aggressive stance by allowing it to press areas of law that are poorly defined or deserve a second look.

The Berry Firm serves clients throughout Texas and Oklahoma in both state and federal courts. The firm's reputation makes it one that clients call on the eve of trial to take over from other firms. "We embrace this challenge, but we'd always rather have a case from its inception to best maximize results for our client," Berry says. Either way, though, The Berry Firm makes it happen.



D. Bowen Berry

MAKE IT HAPPEN

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