

Winning Strategies for Complex Business Challenges

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When a European automotive parts manufacturer began marketing a new kind of transmission cable in the United States, there was just one problem: The American company Teleflex®, Inc. owned the patents. The two firms previously had been joint-venture partners in Europe. The question now was whether their prior relationship gave the European company the right to continue profiting from Teleflex's technology. Teleflex turned to the Michigan-based business litigation firm of Young & Susser for help. After a four-week federal court trial, the jury agreed that the defendant had infringed the patents, Teleflex was granted a multimillion-dollar award, and the judge issued a permanent injunction against the defendant.

"The key to winning a jury trial is being able to break down complicated concepts into bite-size pieces that permit juries to understand them and make the right conclusions," says Rodger D. Young, founder and partner at Young & Susser.

Young, co-author of the book *Civil Trials and Evidence* (West Group®, 2001), knows a thing or two about business litigation strategy. In 25 years of practice, he has won an impressive 44 out of 48 jury trials involving computer technology, antitrust litigation, accounting liability, complex contracts, patents and much more. Several of his cases have set legal precedents, such as *Virtual Maintenance, Inc. v Prime Computer*, which established that a technology manufacturer may not prevent third-party companies from maintaining the manufacturer's products after they have been sold.

Young & Susser is a boutique law firm with seven lawyers who practice business litigation exclusively. With offices in Southfield, Michigan, and New York City, the firm is small enough to be flexible, but experienced enough to successfully go up against some of the most prominent law firms in the United States.

"The days of having six, eight or 10 lawyers assigned to a case, other than in the most extraordinary circumstances, are gone," says partner Steven Susser. "We run very lean cases here, and we win."

The lawyers at Young & Susser graduated from top law schools, and many previously worked at larger law firms. Two of them also have engineering degrees, and can offer crucial scientific insight into many of the firm's cases.

Young & Susser is recognized by Martindale-Hubbell® as one of the preeminent law firms in the United States. Additionally, Rodger Young has been included in Best Lawyers in America for four years, Chambers USA - America's Leading Lawyers for Business for five consecutive years, is a member of the prestigious, invitation-only American College of Trial Lawyers, and in 2007 he was appointed by President George W. Bush as U.S. Representative to the U.N. General Assembly and Ambassador to the United Nations.

Often working on a contingency basis, Young & Susser accepts only cases the firm believes have merit, and then pursues them aggressively and ethically, never losing sight of the client's goal. As far as Rodger Young is concerned, there is no excuse for losing.

"I love achieving positive outcomes for clients," he says, "I think the work we do changes industries for the better."