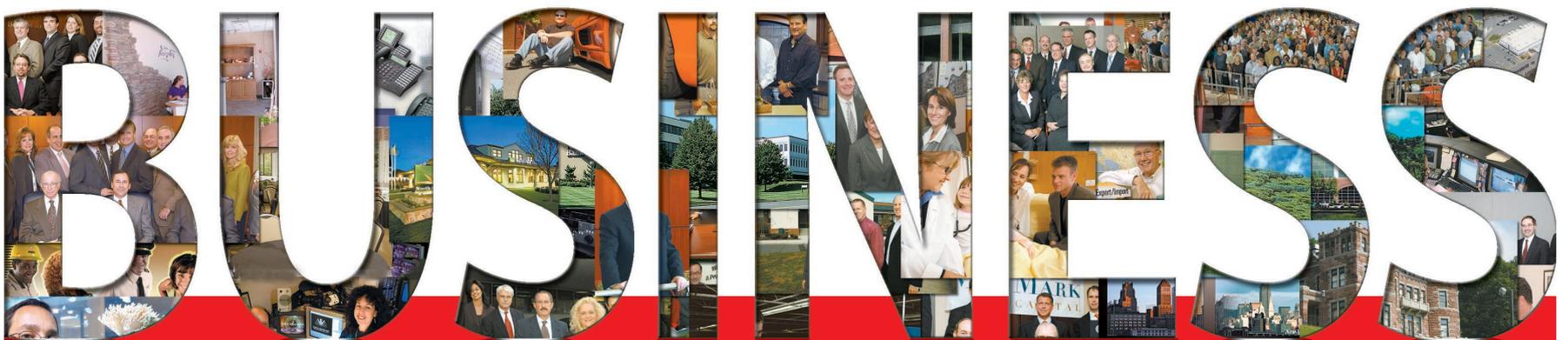


NJBIZ's



Profiles

Taking an inside look at businesses in New Jersey
2005 Edition



Norris McLaughlin attorneys (from l. to r.) Patrick Collins, Jennifer Marinelli, Jignesh Shah and Alison Galer prepare the firm's 2006 Community Relations initiative.

Big-Firm Talent in a Smaller Firm Setting

At Norris McLaughlin & Marcus, the practice of law means more than just filing briefs and studying case histories. The firm strongly believes in giving back to the community where it has thrived and grown.

Patrick Collins joined Norris McLaughlin 21 years ago and became a partner four years later. Today, Collins is chair of the firm's labor and employment group. He also serves as a volunteer board member on Legal Services of Northwest Jersey. The nonprofit organization provides free civil legal services to low-income people, senior citizens and people living with HIV/AIDS in Hunterdon, Morris, Somerset, Sussex and Warren counties.

Other organizations that benefit from the time and service of Norris McLaughlin staff include: ARC of Hunterdon County, Green Knoll Rescue Squad, the Adult Day Center of Somerset County and the Somerset Valley YMCA, which offers a scholarship in the name of a former partner, Thomas McLaughlin.

Community involvement is an essential part of training for all new lawyers at the firm. Summer interns, for example, work under Collins' oversight on pro bono cases for Legal Services of Northwest Jersey. The involvement gives attorneys a broader perspective than they would get from simply focusing on their clients alone, Collins says. "This is part of what makes you a good lawyer."

The firm also boasts a community relations committee to help focus its charitable efforts. Regular events include fundraisers for breast cancer awareness, disaster assistance, such as Katrina, and an annual Adopt-A-Family project. "Helping those in need is the most rewarding work we do," says Norris McLaughlin partner Alison Galer, who is a board member for the Somerset Valley

YMCA and who spearheaded the firm's Katrina efforts.

Founded by Richard A. Norris and the late Arthur S. Meredith, Norris McLaughlin started out as a modest practice on Main Street in Somerville. It has grown from two lawyers in 1953 to become the largest firm in Somerset County and one of the top 20 in the state with nearly 100 attorneys. It also has an office in New York City.

Norris McLaughlin's size gives it the resources of even larger firms, which keep getting bigger due to consolidation. Nonetheless, Norris McLaughlin hasn't lost the feel or dedication to service of a smaller organization. "It's big-firm talent in a smaller-firm setting right here in central Jersey," says Ed Miller, the firm's marketing director. "We don't just have billable hours on our minds. We are focused on our clients' needs and concerns. We do all we can to help them accomplish their objectives, not ours."

Norris McLaughlin has experts in a range of fields, from bankruptcy to securities law, from alternative dispute resolution to zoning. Lately, given the growing importance of technology and innovation, the firm has been expanding its practice in intellectual property. Clients include large companies such as Bayer, Pfizer, Verizon Wireless and DRS Technologies. The firm works with *Fortune* 500 corporations to smaller publicly and privately held companies to start-up companies and individuals.

Norris McLaughlin extends its reach both geographically and intellectually through its involvement in Meritas, a group of independent law firms around the world. As the group's only New Jersey member, Norris McLaughlin can tap another member in Asia, for example, if a client has needs in that region. "We can handle a lot of different issues, given our size and given our background," Collins says. ■

Norris McLaughlin & Marcus

721 Route 202-206, P.O. Box 1018
Somerville, NJ 08876-1018

Phone: (908) 722-0700

Fax: (908) 722-0755

Website: www.nmmlaw.com

Top Executive: John J. Eagan

Product or Service: Legal services

Year Founded: 1953

**NORRIS
MCLAUGHLIN
& MARCUS, P.A.**

Attorneys at Law