

“A TRIAL LAWYER IS A WHITE KNIGHT CLAD IN THE ARMOR OF THE JUSTNESS OF HIS CLIENT’S CAUSE.”

Frank Branson

The Law Offices of Frank L. Branson, P.C.

In the late seventies, after ten years of law practice, Frank Branson established his own firm based on the philosophy of only representing clients whose causes were just and whose needs were great. He built his practice around the idea that preparation is the key to victory. Twenty years later, his firm of ten lawyers and a specialized corporation that employs doctors, nurses, medical artists, video specialists, and investigators have established a reputation for credibility and competence. The success of Branson’s founding principles is best illustrated by the clients whose individual case recoveries from verdicts or settlements have totaled more than \$130 million in the last year and a half.

CONCENTRATION. Personal injury, medical and professional negligence, product liability, and commercial torts.

BRANSON AT HIS BEST. Like any fighter with a string of impressive victories, Branson is comfortable, focused, and prepared to do battle in the courtroom. His ease in the courtroom comes from many years of rejecting very large settlement proposals he believed were not in the client’s best interest and then proving his position to judges and juries.

NOTEWORTHY CASES. Whether it is a \$12 million surgical error, a \$10 million settlement for a client injured on an amusement ride at the State Fair, a \$15 million auto accident recovery, a substantial eight-figure settlement in a hospital negligence case, or representing Southwest Airlines in its efforts to protect its right to fly out of Love Field, Branson has been involved.

PRIOR RECOGNITION. This is not the first time Branson’s exceptional ability in the courtroom has been recognized. *D Magazine* ran a cover story on that subject, and *Forbes* recognized him as one of the most successful trial lawyers in the country. A vote of more than 3,000 lawyers nationwide has consistently for 16 years included him in *The Best Lawyers in America*. We reached a similar conclusion.

WHAT IT’S ALL ABOUT. “Assisting our clients in successfully navigating the intricacies of the courthouse to reach a full measure of justice is the most satisfying part of what I do,” Branson says. “The thousands of hours, hundreds of weekends, and countless dollars spent to put a client’s best foot forward have returned great personal satisfaction in the form of shattered lives given new value and, in the process, have given Texas families a safer place to live.”

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