

Frank L. Branson

Plaintiff's Personal Injury and Business Litigation

Frank L. Branson is the quintessential Texas trial lawyer and a formidable courtroom talent.

In a legal career spanning more than three decades, Branson has forged a reputation for tenacity, relentless preparation, and cutting-edge trial innovation. But it's his early experiences on the North Texas high school gridiron and his father's coaching that Branson credits for his strong competitive drive.

"Within the rules, I hate to lose," he explains.

The respect that Branson enjoys among his peers has earned him a place on the list of the Top 10 lawyers in the State of Texas, as published by *Texas Monthly*.

Branson and the attorneys at The Law Offices of Frank L. Branson offer the resources and experience that can help turn the tables in important litigation and make the other side sit up and take notice.

The firm's attorneys tap the latest innovations to help bring justice for those injured by dangerous products, airplane crashes, trucking accidents, and industrial catastrophes. In recent years, business clients have begun to take advantage of the firm's courtroom talents and experience involving business torts, large contract disputes, intellectual property and professional liability

disputes. *D CEO Magazine* recently named Branson one of five lawyers who CEOs *never* want to face in court.

Some of the firm's recent jury verdicts and settlements include:

- A unanimous, record verdict for the widow of a 77-year-old man who was killed in a wreck caused by a tractor-trailer driver who tested positive for crack cocaine use.
- A landmark product liability and negligence verdict against Mitsubishi Motors when federal jurors determined for the first time that the Montero Sport SUV was unreasonably dangerous.
- A significant settlement for a client who was injured in an accident involving swimming pool equipment.

Among other high profile cases, the firm represents the survivors of elderly people who died in a bus fire from Hurricane Katrina.

Branson is the 2007 recipient of the Melvin Belli Award recognizing creativity and innovation in the courtroom, as well as numerous other prestigious awards. A *Forbes* magazine profile described Branson as a legal "pioneer," and he has been featured on *Dateline*, *The Larry King Show*, *NBC Nightly News*, and *20/20*.

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