



Special Advertising Section

People Are the Focus of Award-Winning Business Attorney

Since 1896, Moss & Barnett, A Professional Association, has been an Upper Midwest business law firm. For over 30 years of its distinguished history, James E. ("Jim") O'Brien has practiced his firm's brand of business law – a brand recognized equally for high quality legal advice as well as excellent value and great service.

"Great service absolutely includes timely access to me and timely response from me and those on my legal team," says O'Brien, whose well-known service ethic has contributed to many of his firm's long-standing client relationships and broad representations in courtrooms, conference rooms and boardrooms.

O'Brien's commitment to service permeates his firm. He has helped develop within Moss & Barnett a focus on working with young legal professionals with exceptional intellectual, academic and leadership accomplishments to develop their service attitude. "All the king jobs are filled. We are servants," he says to illustrate the point. "Business managers and owners have a number of fine lawyers to choose from. If you don't provide excellent advice, value and service, your competitors stand eagerly ready to do so."

Experienced, Trusted Counsel for Business and Personal Matters

One of the hallmarks of O'Brien's personal style is his obvious ability to communicate clearly and meaningfully. Face to face or on paper, O'Brien says he avoids legal jargon, using plain English to maximize understanding. While his peers recognize his expertise in the law, repeatedly selecting him as a *Super Lawyer* and a *Leading American Attorney in Privately Held Business Law*, clients come to know O'Brien as a trusted advisor who provides clear explanations of the laws that affect them and assures them their interests are being protected.

Jim O'Brien is a counselor to business owners, management and directors, often as a member of a team, including management, accounting personnel and other advisors. His clients have included both publicly owned and privately held businesses of various sizes.

According to O'Brien, the attitudes and needs of private business owners can be quite different from those of executives of publicly owned companies. Specific laws regulating the two sectors may vary widely. "In addition, the business owner often has an entrepreneurial spirit and attitude that drives business decisions," says the former longtime chair and CEO of Moss & Barnett. Managing many lawyers, dealing with personnel issues and being very involved with the growth of the firm for many years provides O'Brien with hands-on experience and credibility with business management.

For private business owners, the line between business and personal issues is often blurred. O'Brien's down-to-earth, genuine concern for individuals encourages clients to feel more secure in dis-



James E. O'Brien

- Former Chair and CEO of Moss & Barnett
- Repeatedly named Super Lawyer and a Leading American Attorney
- Former Russian linguist in the USAF Security Service

cussing important matters, whether business or not. O'Brien often becomes involved with wide-ranging legal issues of clients and their families.

"Over a century of Moss & Barnett's experience in the law, new technology, and the growth of the economy and of our clients has dramatically changed many aspects of legal practice," says O'Brien, who has been selected to *Who's Who in American Law* and *Who's Who in American Finance and Industry*. "But it remains a 'people' business."

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