

The Farrise Firm focuses on superb service to clients, colleagues and community.

EXCITING VISIONS FOR THE FUTURE

Growing up in a blue-collar family, Simona Farrise never doubted she would focus her career on helping regular people. Supreme Court Justice Thurgood Marshall, whom Farrise met when she was a law student, inspired her to pursue her ambition in law, and she has dedicated herself to helping people receive equal access to the courts and equal justice from the legal system. After 15 years of a very successful private practice, which included a fast elevation to partner, Farrise founded her own firm in 2007, leveraging her past success to create a practice that blazes new approaches to the business of law. Farrise has a unique vision of the law's future. In it, she sees the broad advent of women and minorities as leaders in the business of law, new capabilities that will emerge as technology and law intersect, and as a result, the potential for her firm to expand its practice areas. Farrise's vision assumes success: "Everything is impossible until someone makes it possible."

SOLID EXPERIENCE WITH STELLAR RESULTS

For more than a decade, Farrise worked with a premier plaintiffs' toxic tort and products liability law firm, Kazan, McClain, Abrams, Fernandez, Lyons & Farrise, earning the reputation as one of the country's top attorneys representing plaintiffs diagnosed with asbestos-related terminal cancer. Among her notable results in asbestos-exposure cancer cases is a verdict in excess of \$20 million. More recently, Farrise had the privilege to co-counsel an employment class action with a San Francisco nonprofit, Equal Rights Advocates. Her work in employment rights cases has included high-profile gender discrimination cases. Farrise has also successfully litigated cases concerning non-traditional asbestos-exposure cancer, other complex products liability, insurance bad faith and personal injury cases that include traumatic brain damage and other serious and catastrophic injuries.

BLAZING TRAILS AND LEADING BY EXAMPLE

One of the few successful women and minority attorneys in the products liability field, Farrise is a trailblazer for diversity in the business of law, and believes that embracing technology will change the traditional structure and practice of law in ways



SIMONA A. FARRISE

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that expand opportunities. "We know that collectively we can accomplish so much more than our individual efforts could ever dare produce," she says.

Although she received her J.D. in 1993 from Golden Gate University Law School, Farrise was awarded her LL.M. in social justice from the University of California, Boalt Hall School of Law in 2005. She has been included on the *Northern California Super Lawyers*[®] list for five consecutive years.

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