

George E. Peterson - Founding Partner



Mr. Peterson is one of Los Angeles' best known trial lawyers, acknowledged both by judges and by his peers for his abilities in the courtroom in defending complex, high damage jury trials. Mr. Peterson's impressive trial experience over the last thirty years has ranged from defending the individual clinician in medical or dental malpractice involving catastrophic injury or wrongful death, to representing major medical centers and public entities in multi-party trials lasting weeks to months. His track record for success is one of the best in the state, | both for bringing in the verdict in favor of his client or in "containing the damage" in cases that are high risk but simply cannot be settled prior to trial. He is a Fellow of the American College of Trial Lawyers, a Diplomate of the American Board of Trial Advocates, and a member of the California Medico-Legal Committee, all organizations limited to attorneys with established credentials for integrity, knowledge, and skilled advocacy.

Mr. Peterson also represents both individuals and employers in jury trials involving emotionally charged employment issues, including sexual harassment, hostile work environment, failure to accommodate for employee disability and wrongful termination or discrimination. His abilities and reputation enable him to intercept cases before trial, if that is desired, or to take even the most difficult cases to trial rather than submit to excessive settlement demands.

Mr. Peterson is equally well-known for his meticulous preparation as well as for his ability to coax the best courtroom performance out of the most inexperienced and anxious witness. Clients who have been unable to work effectively with other counsel or who simply are unfamiliar with the judicial process work with Mr. Peterson to overcome the barriers that otherwise would prevent them from effectively communicating their position to the jury. Mr. Peterson frequently lectures at medical schools and physician conventions on how to overcome the fear of the courtroom, how to communicate effectively with jurors, and how to frame the issues in terms that will be most persuasive. He has often lectured to lawyer audiences on techniques for jury selection.



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Mr. Peterson's years of experience enable him to anticipate those issues most likely to be advanced by the opposition, and to prepare an in-depth defense. By cutting directly to the heart of the litigation, unnecessary expense is avoided and the case is efficiently developed for either trial or successful settlement negotiation. Experienced as a mediator and arbitrator as well as a courtroom advocate, Mr. Peterson is able to position the case effectively for pre-trial settlement by pointing out to the opposition the weaknesses in their case and the risk of proceeding to trial against a prepared defense.

Mr. Peterson also represents health care professionals in disciplinary proceedings before licensing boards. His professional experience includes as well the extensive representation of other attorneys in legal malpractice litigation. He is a graduate of Loyola University of Los Angeles (B.A.) and of Loyola University of Los Angeles School of Law (J.D.). Mr. Peterson served as a Marine Corps officer before commencing his private practice of law

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