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### Media Contact:

Jobst Elster, InsideLegal.com

[elster@insidelegal.com](mailto:elster@insidelegal.com)

850-459-4947

[www.insidelegal.com](http://www.insidelegal.com)

## **Ignite Law 2012 Launches New Identity and Client Service Theme for 2012 ABA TECHSHOW edition**

*Producers Matt Homann and JoAnna Forshee set to take new  
LexThink .1 to broader legal community*

**Atlanta, GA and St. Louis, MO – January 12, 2012–** LexThink LLC, a legal innovation consultancy, and InsideLegal, the insider's guide to thought leadership and business in legal technology, today announced the third edition of Ignite Law, an interactive and thought-provoking mind-sharing event focused on the future of law practice and serving the 21st century client. Beyond the new client service theme, the event has been re-branded to LexThink .1, a name which reflects not only the way lawyers bill (in 1/10 hour increments), but also the six minutes each presenter is given to speak. LexThink .1 will take place March 28th, the eve of ABA TECHSHOW, at the Chicago Hilton.

The speakers at LexThink.1 will be chosen by public voting, and will share their most creative and fresh ideas focused on innovative ways lawyers can serve their clients better. As with the previous editions of Ignite Law, anyone interested in speaking at LexThink .1 can submit their ideas and topics for consideration. Speaking proposals must be submitted via the LexThink .1 Law site ([www.PointOneLaw.com](http://www.PointOneLaw.com)) between January 30 and February 10 and voting on the topics by the legal community takes place February 13-24. Anyone interested in submissions, voting or other details regarding the 2012 event, should visit [PointOneLaw.com](http://PointOneLaw.com) or follow the associated twitter handle and hashtags ....@Point1Law #Point1Law #IgniteLaw.

The ABA Law Practice Management Section, which produces the annual ABA TECHSHOW, remains the marquee sponsor of the event, and provides the evening's venue at the Hilton.

"LexThink has always been about legal innovation and changing the practice of law in ways to benefit lawyers and their clients. LexThink .1 Law is a natural extension of this philosophy," stated Matthew Homann, LexThink founder. "The Ignite format of sharing clever and innovative ideas in short twenty-slide presentations is very engaging and this year's client service theme is bound to keep audience members engaged and alert. LexThink.1 2012 will feature more than 15 legal thought leaders posing their questions following this six-minute presentation format. We look forward to seeing what topics are offered this year."

JoAnna Forshee, CEO of InsideLegal, adds, "Over the last two years, we have seen Ignite Law truly push the envelope as far as legal events go and provide incredible content presented by

incredible speakers. With even more focus on the event and a multitude of legal companies and service providers wanting to get involved with sponsorships and promotion, the new LexThink .1 will raise the bar yet again. Beyond the unique presentation format, the opportunity for all players in the legal community – consultants, media, vendors, law firms, and associations - to actively participate makes this a unique experience.”

In an effort to share LexThink.1 with as many minds as possible, all video presentations will be public domain following the March 28 event. In the meantime, all 2010 and 2011 topics, descriptions and video presentations can be viewed at [www.ignitelaw.com](http://www.ignitelaw.com).

Staying true to the spirit of past events, LexThink .1 Law 2012 will be open to the public, on a first come first serve basis and complimentary tickets to the event can be ordered via the website in the month before the event. Anyone interested in event sponsorships, should contact Matt at [matt@lexthink.com](mailto:matt@lexthink.com) or if attending LegalTech New York at month-end, can reach out to JoAnna Forshee onsite at [jf@insidelegal.com](mailto:jf@insidelegal.com).

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**About LexThink .1**

Formerly called “Ignite Law,” LexThink .1 gives speakers each six minutes and twenty slides to share their vision of the future of law practice. This year’s theme is “Serving Clients Better.”

**About InsideLegal**

[InsideLegal.com](http://InsideLegal.com) is the insider’s guide to doing business in legal technology - both in the US and internationally - for legal technology and law practice management thought leaders, vendors, consultants/technologists and law firm innovators. In addition to information on industry events, publications and personalities, InsideLegal.com focuses on legal technology industry market research and trends. InsideLegal.com was founded by JoAnna Forshee of [Envision Agency](#).

**About LexThink**

LexThink LLC is the world’s first legal innovation consultancy. Founder Matthew Homann works with lawyers, law firms and legal vendors as a speaker, coach, consultant and facilitator, and uses out-of-the-box methodologies to help them find new and better ways to serve their customers and make more money.