

MONETIZATION FOR LAW FIRMS

What is Monetization?

Monetization is a type of litigation funding where a funder makes a **payment directly to your client** in exchange for a portion of future litigation recovery.

Not a loan. The funder is making a non-recourse investment in the outcome of the case, and receives a return only if the case is successful (e.g., settlement, award, or judgment). **If the case is unsuccessful, the funder is owed nothing.**

What Types of Monetization are Available?

Claims monetization (immediate cash infusion). The funder makes a lump-sum payment (or series of payments) directly to your client in exchange for a portion of the client's future litigation recovery, if any.

Catch-up payments (for previously incurred fees and expenses). For pending cases, the funder can make your client whole with a one-time up-front payment. Catch-up payments can also be made directly to the firm for any unpaid bills.

Covering operating expenses (ongoing payment of non-litigation business expenses). The funder pays certain of your client's operating expenses on a monthly basis. This is typically done in conjunction with other types of funding arrangements (e.g., where the funder is also paying fees and expenses).

Post-judgment monetization (to hedge risk when an appeal is pending). The funder purchases a portion of a favorable judgment while the case is on appeal.

What is the Funder's Role?

Longford is a **passive investor**—claim owner and counsel retain complete control. Longford **does not control** strategy or settlement decisions.

Longford **does not interfere** with counsel.

Longford **does not practice law** or provide legal advice.

How Can Monetization Help Your Clients?

Provides an **immediate capital infusion** with **no financial risk** to your client.

Guarantees a financial return even if the case is unsuccessful.

Enables your client to realize and book an **accelerated recovery** before resolution of the case.

Structured to ensure that your client retains a **significant upside stake in the outcome of the case.**

Why Should Law Firms Care About Monetization?

In addition to helping your clients, access to monetization gives attorneys a **novel and powerful business development tool.**

Offers attorneys a new way of engaging with clients, by allowing you to **present clients with concrete financial solutions** (e.g., monetization payments), as opposed to always asking for something (e.g., hire me and pay me).

Helps **maximize opportunities among existing clients** by offering a new way to protect their rights and pursue claims they might otherwise abandon for reasons unrelated to the merits (e.g., budgetary constraints).

Provides a **competitive advantage** for attorneys working with a funding partner over those who don't because of access to monetization solutions.

Who is Longford Capital?

Longford was one of the first litigation funds in the U.S. and is among the largest litigation finance companies in the world. We have more than \$1 billion in assets under management for investment in meritorious legal claims and have deployed capital to support more than 300 cases.



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