



Why Longford Capital Often Gets the First Look at Litigation Funding Opportunities

The three principles that guide our funding approach

By Cindy Ahn and Russ Genet

Trust underpins all our client relationships at Longford—and we don't take earning it lightly. It's why legal claim owners and law firms keep coming back to us with new opportunities to help them pursue meritorious claims and offset risk.

That kind of credibility doesn't come easy. Trust must be cultivated on both sides. And if one of the pillars supporting it should waver, the whole client relationship can deteriorate.

At Longford, our client base continues to come back to us with new funding opportunities—and not because they're contractually obligated to do so. Our clients trust our legal judgment. And they know we're deeply invested in their success.

Here's how we engender a culture of trust in our work with claim owners—and why they often come to us first to realize the value of their legal claims.

Three Foundational Principles to Building Trust with Claim Owners

As we see it, there are three core principles to the Longford approach: ability, empathy, and authenticity. We describe each one in detail below:

1. **Ability.** We always strive to find the most meritorious funding opportunities, financing fewer than 5% of the claims we encounter. It's not that we don't have the capacity to take on more claims—drawing on decades of Big Law experience, discerning judgment and rigorous standards, we often choose to leave opportunities on the table.
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Our legal team is comprised of lawyers who were partners at renowned national law firms. Each member of our legal team has 10-20+ years of litigation and trial experience. Members of our team have held in-house roles and have argued cases in district courts throughout the U.S., at the Federal Circuit Court of Appeals, and at the U.S. Patent and Trademark Office. Our in-depth legal experience enables us to understand the legal intricacies of our cases and the pressures our clients are facing. All of this allows Longford to deliver value for its claim owners beyond the capital that it provides.

2. **Empathy.** We're relational, not transactional. Our legal team members take ownership of each investment that they manage. That means that claim owners will have one consistent point of contact at Longford for the entire life cycle of their claim. We have a partnership mentality. We take the time to truly understand our clients' goals and structure our contracts to reflect our shared aims. If we do well, they do well—and more importantly, we won't just disappear after the papers are executed.
3. **Authenticity.** We bring our authentic selves to each client conversation, and we level with our claim owners on important issues. Our attorneys aren't salespeople—they're honest and they are here to help. We work with claim owners to strengthen their cases if we can. If that is not possible, we will politely decline. Oftentimes, these same claim owners and their law firms bring us new matters to consider because they appreciated the honest and helpful input that we provided regarding the declined matter.

The Results Are Clear

Through this three-pillar approach, we've been able to fund a broad range of matters with 54 law firms, spanning the top 50 firms to specialized boutiques. Our relationships have deepened over time as these law firms continue to recommend us to their clients as a preferred funder. As a result, we've been able to increase our deal flow and obtain high quality investments. Most crucially, we have earned our claim owners complete trust—and that's an invaluable asset.

About the Authors

Cindy Ahn is a Director of Longford Capital. With 20 years of IP litigation experience at some of the most prestigious law firms in the country, Cindy has also held in-house legal roles at cutting-edge life sciences companies.

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About Longford

Longford Capital is a leading private investment company that provides capital to leading law firms, public and private companies, universities, government agencies, and other entities involved in large-scale, commercial legal disputes. Longford was one of the first litigation funds in the United States, and is among the world's largest litigation finance companies with more than \$1.2 billion in assets under management, and having invested in the outcomes of more than 500 meritorious cases. Typically, Longford funds attorneys' fees and other costs necessary to pursue meritorious legal claims in return for a share of a favorable settlement or award. The firm manages a diversified portfolio, and considers investments in subject matter areas where it has developed considerable expertise, including, business-to-business contract claims, antitrust and trade regulation claims, intellectual property claims (including patent, trademark, copyright, and trade secret), fiduciary duty claims, fraud claims, claims in bankruptcy and liquidation, domestic and international arbitrations, claim monetizations, and a variety of others. For more information, please visit www.longfordcapital.com.
