



THE DICELLO LEVITT **TRIAL CENTER**

THE HEART OF A JURY
THE ART OF A TRIAL



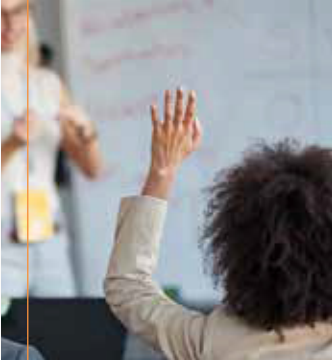
DICELLO LEVITT

THE DICELLO LEVITT **TRIAL CENTER**

At the DiCello Levitt Trial Center, our elite lawyers combine their trial experience with cognitive neuroscience and advanced scientific methods to understand, engage, and influence jurors. Applying a proprietary approach to uncovering jurors' decision-making processes, the Trial Center reveals the winning message in every case.

The Trial Center's litigators lead high-stakes trials wielding our advanced strategies to gain an edge over adversaries who cling to tired, ineffective, traditional trial methods. We also train lawyers to achieve higher-level performance in their litigation strategies, trial preparation, and courtroom presentations.

The Trial Center serves as



1

A training solution to sharpen lawyers' trial skills as they engage in high-stakes cases



2

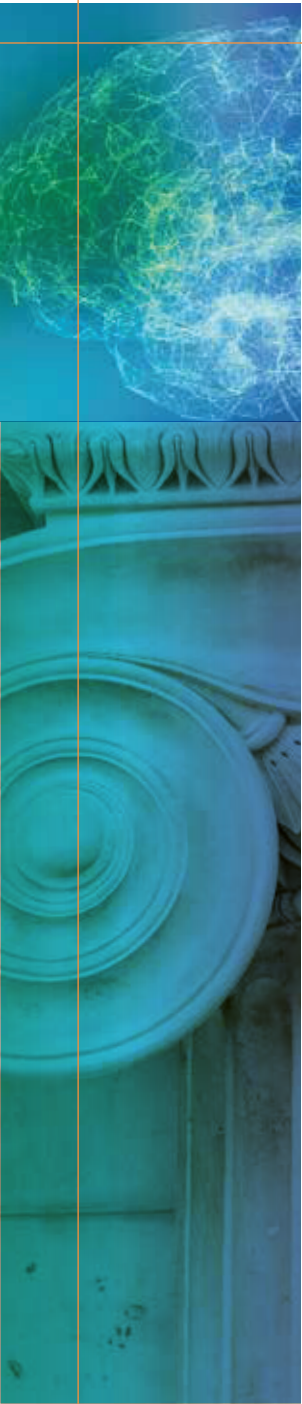
Research base for focus groups, mock trials, mediation, and arbitration



3

Platform for litigators to empirically test the strengths and weaknesses of a case with a science-informed method of trial preparation

THE TRIAL CENTER IN-DEPTH



SUPERIOR, PROPRIETARY APPROACH

The Trial Center capitalizes on the latest research findings in linguistics, literacy, information processing, and cognitive neuroscience to interpret focus group feedback and formulate advanced trial strategies that outpace the traditional litigation methodologies of our adversaries.

Our trial lawyers have conducted thousands of specialized focus groups in the past 10 years, including comprehensive studies about issues of consequence for judges and juries alike.

POWERED BY RENOWNED TRIAL LAWYERS

Trial Team Leader Bobby DiCello and Trial Center Coordinator Ken Abbarno collaborate with other talented advocates at DiCello Levitt. The Trial Center's lawyers are among the nation's most sought-after counsel. In addition to a deep bench of experience, they carry a strong understanding of the contemporary juror's decision-making behavior and are fluent in the art of trial messaging.

With established track records in winning high-stakes cases, our trial lawyers are frequently called upon to consult with law firms nationwide on all aspects of trial preparation, depositions, motion practice, and theme and message development. They lead specialized focus groups, mock trials, and jury decision-making research.



SHAPING TRANSFORMATIONAL STORYLINES

The Trial Center is powered by a proprietary system that elevates factual presentations with transformational storytelling. This strategy is rooted in a deep understanding of rational choice behavior, and it ultimately compels judges and jurors to embrace a client's case.

We strive for excellence. From theme-building and case framing to refinement of messaging and courtroom visuals, every aspect of a trial presentation is carefully envisioned, tested, and executed.

THOUSANDS OF FOCUS GROUPS AND THE ART OF MESSAGING

DiCello Levitt has led thousands of focus groups in the past decade, including comprehensive studies that explore a myriad of issues that influence jury mindsets. Such efforts can deliver outstanding results. For example, when representing General Motors, our lawyers conducted 20-plus focus groups in the district where the case was tried. The insights we gained enabled us to crystallize our messages and formulate our story, achieving a rare class action jury verdict of over \$100 million.

DiCello Levitt's litigators are among the nation's most sought-after trial lawyers due to their unique experiences in the art of the modern courtroom. They often are called upon to teach the "Art of Messaging" to other lawyers to help them understand and apply the neuroscience of communicating critical concepts to judges and juries.



MEET THE TRIAL CENTER LEADERS



Bobby DiCello

A force in the trial bar, Bobby has obtained record verdicts in cases thought unwinnable while also leading cutting-edge research into juror decision-making in the politically polarized jury system. Public Justice has twice named Bobby its Trial Lawyer of the Year, recognizing his work in landmark cases involving police brutality, corruption, and significant civil and human rights violations.



Ken Abbarno

A top-tier trial lawyer who handles cases in multiple jurisdictions across the United States, Ken has been recognized by industry organizations and his peers as an elite trial lawyer. Ken was recently named to *Lawdragon's* "500 Leading Plaintiff Consumer Lawyers," and has also been recognized as a "Plaintiffs' Lawyers Trailblazer" by *The National Law Journal*.

ABOUT DICELLO LEVITT

Built on a strong foundation of integrity and experience, DiCello Levitt devotes itself to justice for our clients through class actions, business litigations, personal injury cases, and whistleblower advocacy. Our lawyers are renowned for their ability to litigate and win cases and for their skill in imparting their science-driven trial knowledge to other lawyers through the DiCello Levitt Trial Center.



MARK DICELLO,
FOUNDING PARTNER

After 20 years of jury trials and serving in lead roles in some of the nation's largest personal injury cases, Mark DiCello co-founded DiCello Levitt to create a first-of-its-kind firm that brings together top talent in the most important areas of complex litigation.



ADAM LEVITT,
FOUNDING PARTNER

One of America's leading advocates for plaintiffs in complex multidistrict, commercial, public client, and class action litigation, DiCello Levitt co-founder Adam Levitt has scored billions of dollars in wins for his clients, reflecting his resolve for justice in all its dimensions.

RECOGNITIONS



ALM | LAW.COM
Elite Trial Lawyers
Trial Strategy Innovation
Technology (Including AI)



ALM | LAW.COM
Elite Trial Lawyers
Plaintiffs Firm of the Year



Chambers USA
Band 1 - Litigation:
Mainly Plaintiffs 2021–2026



PUBLIC JUSTICE
TRIAL LAWYER OF THE YEAR

Public Justice
Trial Lawyer of the Year
(2026 and 2021)

Birmingham

T: 205.855.5700

Chicago

T: 312.214.7900

Cleveland

T: 440.953.8888

Las Vegas

T: 702.723.9777

Los Angeles

T: 213.654.9002

New York

T: 646.933.1000

Santa Fe

T: 505.810.0770

Washington, DC

T: 202.975.2288

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