

# Daily Journal

COVER STORY

THURSDAY, OCTOBER 19, 2006

## RECOGNIZING THE STATE'S TOP NEUTRALS

**W**ho makes the best mediator? Are former judges, with their authority from years on the bench, the go-to neutrals? Or do lawyers, who come armed with negotiation know-how, surpass their judicial colleagues?

### Mediation Mavens

#### Jeffrey Krivis

**Affiliation:** First Mediation Corp.

**Rate:** \$6,500 per day for commercial disputes; \$8,000 for complex class action

**Location:** Los Angeles

**Areas:** Mediates labor and employment, complex Civil and general law cases

**Recent cases:** Krivis mediates approximately 25 cases per month. He recently settled an intellectual property dispute over the rights to a popular television show and mediated a nine-figure class action insurance

claim related to how the model that sets premiums works. In addition, Krivis settled a quadriplegic injury case involving defective sago auto parts. Krivis has written extensively and instructs lawyers on the art of negotiation at the Straus Institute for Dispute Resolution at Pepperdine University School of Law.

**Background:** Founded Krivis & Passovoy where he litigated professional liability, business litigation and insurance coverage cases.

**Quote:** "If he can't resolve it, either one side or the other wasn't interested in settling," said Timothy Morris, a partner at Gianelli & Morris.



"You can e-mail him at 10 at night or five in the morning and literally get a response within minutes."

—Gabe Friedman