

AS SEEN IN  
*Forbes & Fortune*

NEW YORK LEADERS IN LAW



BACK FROM LEFT TO RIGHT: Jonathan Kromberg, Kathleen Trabold, Craig Blau, Genevieve MacSteel, and Daniel DeCicco.  
FRONT FROM LEFT TO RIGHT: Sandra Steinman, Judy Yavitz, and Jennifer Wilcox Darger.

## Masters of Creative Defense

When the facts are challenging and the stakes are high, clients turn to Darger Errante Yavitz & Blau LLP.

**“W**e pride ourselves on thinking outside the box,” says Craig Blau, partner at Darger Errante Yavitz & Blau LLP (DEYB). “We distinguish ourselves by finding creative ways to develop advantages to get our clients a win or secure them a favorable settlement.”

Founded in 2011, DEYB is a Manhattan-based, boutique law firm known for its expertise in managing and defending complex mass tort, product liability, and business disputes. The firm’s founders were all partners at major law firms and have decades of experience in litigation defense at the local and national level. Today, the firm represents a wide range of clients, from Fortune 100 companies to small businesses.

“We deliver the quality of a big firm in a boutique litigation practice,” Blau says. “For decades, our team has been at the forefront of litigation defense work. For example, as New York City Defense Liaison Counsel, we coordinate asbestos litigation for dozens of law firms

and hundreds of companies. We’ve had considerable success in many high-profile cases.”

DEYB has grown steadily over its 13-year history, now comprised of a diverse team of exceptional attorneys with extensive experience in fields ranging from mass tort to municipal litigation. The firm’s successes have earned it a wealth of prestigious recognitions from industry groups and publications, including *Forbes*, *Best Lawyers*®, *New York Magazine*, *Super Lawyers*®, and *U.S. News & World Report*.

“We’re known as problem-solvers,” Blau says. “Our expertise, creativity, and skill allow us to build on the incredible successes we’ve had since our inception.”

### A CREATIVE APPROACH

Defendants in these cases are often at a severe disadvantage, Blau notes. While plaintiffs are sympathetic people who are sick or dying, defendants can be seen as large, faceless companies.

“There’s a great sympathy factor when these cases are presented to a jury,” Blau explains.

“Our job is to level the playing field for our clients, and we do that by telling a clear and concise story from the company’s perspective. When you tell a story that makes complex concepts simple, it’s very persuasive.”

By taking a creative, outside-the-box approach to work, DEYB is able to build strong defenses for its clients, even in highly complex cases. Another advantage is the firm’s deep knowledge of both the legal landscape and the other players in this type of litigation.

“We’ve been doing this for a long time at a very high level,” Blau concludes. “We know the judges, our adversaries, and the special masters. We’re very well prepared, and we’re able to leverage that to our clients’ benefit.”

**DEYB**

Darger Errante Yavitz & Blau