

GASS WEBER MULLINS LLC
T R I A L A T T O R N E Y S



241 N Broadway, Suite 300 • Milwaukee, Wisconsin 53202
Telephone: (414) 223-3300
www.gwmlaw.com

J. Ric Gass

Direct Dial: (414) 224-7697

Email: gass@gwmlaw.com

Ric Gass is one of the founding members of Gass Weber Mullins and has been recognized for his talents as a preeminent trial lawyer by being selected as one of the **Top 100 Trial Lawyers in North America** by *Benchmark Litigation*.



Mr. Gass serves as both national trial and supervising counsel for a number of insurers and self-insured corporations. While Ric has tried cases in nearly every civil substantive area, his areas of concentration include cases involving catastrophic injuries, products liability, and bad faith.

Ric's practice is nationwide with cases that have spanned the country from Florida to Hawaii. He has tried almost 300 cases to verdict, mostly defending corporations and insurers. Mr. Gass also represents corporations and insurers as plaintiffs, and in that role, he secured the largest jury verdict in the history of the State of Wisconsin: \$104.5 million.

Ric is a Fellow and 2012 President of the Litigation Counsel of America and serves on the LCA Advisory Board. He has been elected to the rank of Diplomat in the American Board of Trial Advocates and has been elected as a Fellow in both the American College of Trial Lawyers and the International Society of Barristers. He has also been elected to membership in the Federation of Defense & Corporate Counsel and the International Association of Defense Counsel and is a member of the Defense Research Institute. Ric is a past President of both the Federation and Lawyers For Civil Justice. He has been AV rated by Martindale Hubbell for over 20 years.

Mr. Gass is a past Wisconsin State Chairman and member of the Board of Directors of the Defense Research Institute and a past member of the Board of Governors for the Wisconsin Health Care Liability Insurance Plan. He has been selected to The Best Lawyers in America for over a decade and for inclusion in the prestigious international lawyer reference guide Chamber's Guide-USA. He has also been selected as a Master of The Bench in the American Inns of Court. He has been board certified as a Civil Trial Advocate by the National Board of Trial Advocacy and holds the rank of Senior Counsel in The American College of Barristers.

In 2005, Ric was recognized by his peers as a Wisconsin Super Lawyer and been selected to the Wisconsin Super Lawyers list each year since, has been selected as one of the Best of the U.S.'s list of "Best Class" service providers in the United States and was an initial inductee to the Wisconsin Leaders of the Law.

Mr. Gass has a B.S. degree from the University of Wisconsin-Stevens Point, with a major in Chemistry and minors in Education and Mathematics. His J.D. degree is from Marquette University Law School, cum laude, #2 in class rank, 1970 (Thomas More Scholar). He is admitted to practice in all state and federal courts in Wisconsin and has been admitted pro hac vice to practice in more than thirty state and federal courts. He is also admitted before the Court of Appeals for the Seventh Circuit and the United States Supreme Court. He has also been an adjunct Associate Professor of Law at Marquette University Law School, lecturing from 1977 to 1988 in Trial Practice, Basic and Advanced Evidence.

Mr. Gass is a national legal speaker on trial practice topics, including Winning At Trial, Handling Sympathy in Jury Trials and Handling Catastrophic Injury Cases. He is frequently a keynote speaker for state and national defense organizations. Ric has published over 28 articles and book chapters on trial techniques and tactics and has given over 225 invited presentations. He also is asked frequently to provide expert testimony on bad faith, legal malpractice, and insurance issues.

Quotes:

- “*Trial bar legend.*” – *Chambers USA*
- “*The best civil trial lawyer I know.*” – *General Counsel of a major US insurer*
- A “personality the jury wants to listen to.” – *Chambers USA*
- “The man can talk to juries.” – *Milwaukee Magazine*
- “It is entirely true, Ric, that learning about your work and how you think about cases has been one of the greatest pleasures and benefits of the LCA for me. The term ‘master craftsman’ comes to mind.” – *Fellow of the Litigation Counsel of America*
- “I have long said that working for you was the most formidable component of my legal education and that I will forever be deeply thankful for having the experience. The professionalism, communication skills, analytical foundation and substantive knowledge that are critical elements of my portfolio may all be traced back to the time that I spent learning from one of the very best.” – *Former associate and now circuit court judge*
- “Saw that great story about you in Super Lawyers. You were the best lawyer who appeared in my court. That trial with you is my all-time favorite. Proud of your phenomenal success.” – *Wisconsin Circuit Court Judge, retd.*
- “Ric Gass is one of a few lawyers who can take his facts and beat you with them, or trade facts with you and beat you with your facts.”
- There are superstars in the law & there are megastars. Ric Gass is a megastar. A true mentor of the art of advocacy whose cutting edge approaches are ahead of the curve. Ric is without a doubt a lawyer’s lawyer.” – *LCA Fall Meeting*
- “The A-Team of trials...approach is a template for how persuasion should be accomplished.” – *LCA Fellow*
- “*Brilliant trial attorney.*” – *Chambers USA*
- Highly experienced; Noted for his strength in product liability and catastrophic injury litigation. – *Chambers USA*
- Well-respected; Recently represented the County of Maui in \$1 million death in custody case defense verdict. – *Chambers USA*

- “*Strategy-minded*” approach; Develops a timetable and will see it through to completion. – *Chambers USA*
- Excellent reputation in insurance defense matters; Specialist areas include product liability, trucking injuries and catastrophic injuries; Recently won defense verdict for Coca-Cola in a \$22 million claim; Praised for his “*excellent trial presence.*” – *Chambers USA*
- Serves as national trial and supervising counsel; Regularly handles high-stakes catastrophic injury cases. – *Chambers USA*
- A **go-to lawyer** for insurance defense; “*He is probably The most innovative trial attorney I have ever encountered.*” – *Chambers USA*

Memberships & Recognitions:

- Fellow (28 years) – American College of Trial Lawyers
- Fellow (31 years) – International Society of Barristers
- Wisconsin Super Lawyer (2005-2018)
- President (1998-1999) – Federation of Defense & Corporate Counsel
- Diplomate (30 years) – American Board of Trial Advocates
- Best Lawyers in America (21 years)
- President (2003) – Lawyers for Civil Justice
- President (2012) – Litigation Counsel of America



2019



2019



J RIC GASS



Articles:

- [Cross Examination: The Four “P”s and Five Basic “Rules”](#)
- [Attacking Damages in the Catastrophic Injury Case - Part 1; *For The Defense*, March 2003](#)
- [Attacking Damages in the Catastrophic Injury Case - Part 2; *For The Defense*, April 2003](#)
- [Attacking Damages in the Catastrophic Injury Case - Part 3; *For The Defense*, May 2003](#)
- [What Do Monica Lewinsky and Bill Clinton Have To Do With Trial Presentation?](#)
- [Trying Cases Visually](#)
- [The Essence of Trying Cases](#)
- [The Problem With Having Really Good Cases](#)
- [Trial "After Action Reviews"](#)
- [*Wisconsin Super Lawyers* Q&A: Trial Dog](#)