



Kelley Drye Recognized as a Leading Brand Builder

March 15, 2016

Kelley Drye is recognized in The BTI Brand Elite 2016, an independent study that ranks law firms with the best brand awareness among General Counsels and legal decision makers. The firm was recognized in several categories and ranked as a “Leading Brand Builder,” one of only 57 firms with outstanding upward trajectory out of the 650 law firms serving large clients.

The BTI Brand Elite survey measures top-of-mind recognition based on unbiased, direct feedback from in-depth interviews with 635 corporate counsel at the world’s largest organizations.

BTI also named partner [Karyn Corlett Fulton](#) a [2016 Client Service All-Star](#) and recognized the firm in the [2016 BTI Client Service A-Team list](#), an honor designated for a select group of law firms that deliver outstanding client service.