

# State Bar of Michigan Appellate Practice Section, Plunkett Cooney co-sponsor panel on appellate advocacy

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Plunkett Cooney is teaming up with the Appellate Practice Section of the State Bar of Michigan on June 10 at 4 p.m. to co-sponsor a virtual panel discussion to help appellate attorneys create more persuasive briefs and oral arguments.

Titled: “Just Plain Right – The Craft of Creating Persuasive Appellate Arguments,” the session will feature Michigan Court of Appeals Judge Anica Letica, Plunkett Cooney partner and veteran appellate attorney Mary Massaron and her colleague Judge Henry Saad, a former Chief Judge of the Michigan Court of Appeals who is now of counsel at the firm.

“Judge Letica and former Chief Judge Saad have had years of experience as appellate court judges and as appellate lawyers. With their wealth of knowledge, they will provide insight into how the judges on an appellate panel are likely to view a case, how to deal with judges who are hostile to your position, and other aspects of appellate brief writing and oral arguments, said Massaron. “I am looking forward to sharing my perspective on how to use a theme to answer hypothetical questions, how to anticipate questions, and how to avoid traps at oral argument.”

The session will be hosted via Zoom and is complimentary to members of the State Bar of Michigan and the public, including insurance professionals and others involved in the civil litigation process. The virtual event, which was inspired by the appellate treatise “Just Plain Right” written by British barrister Iain Morley, will take a deep dive into the complex and fascinating process of creating persuasive briefs and oral arguments.



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STATE BAR OF MICHIGAN APPELLATE PRACTICE SECTION, PLUNKETT COONEY CO-SPONSOR PANEL  
ON APPELLATE ADVOCACY Cont.

“The challenge of presenting persuasive arguments is central to success on appeal,” Massaron added. “I’m pleased and privileged that my firm is partnering with the Appellate Section of the State Bar of Michigan to explore this all-important topic.”

To learn more, visit the event page on Plunkett Cooney’s website – [www.plunkettcooney.com](http://www.plunkettcooney.com).

Over the last 20 years, Plunkett Cooney’s appellate lawyers have been lead counsel in more than 1,500 cases decided by state and federal appellate courts, including all Michigan appellate courts, the Ohio Supreme Court, the Indiana appellate courts, the California Court of Appeals, and numerous federal circuit courts of appeal. The firm’s lawyers have argued cases before the Michigan Supreme Court during each term since 1988. Collectively, they provide appellate expertise in a range of litigation from class actions to product liability to municipal law.

Established in 1913, Plunkett Cooney is one of the Midwest’s oldest and most accomplished law firms and a leading provider of business and litigation services to clients in the private and public sectors. The firm employs approximately 150 attorneys in seven Michigan cities; Chicago, Illinois; Columbus, Ohio; and Indianapolis, Indiana. Plunkett Cooney has achieved the highest rating (AV) awarded by Martindale-Hubbell, a leading, international directory of law firms.

*For more information about the June 10 Just Plain Right virtual event, contact Plunkett Cooney’s Director of Marketing and Business Development John Cornwell at (248) 901-4008; [jcornwell@plunkettcooney.com](mailto:jcornwell@plunkettcooney.com).*

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