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CUROLEGAL RELEASES NEW AI-ASSISTED PLATFORM FOR ITS OUTSOURCING DIVISION, CUSTOM COUNSEL, FOR LAWYERS TO CONNECT WITH FREELANCE ATTORNEYS, PARALEGALS, AND LEGAL ASSISTANTS.

CuroLegal announces today the launch of an online platform for its outsourcing division, Custom Counsel. Custom Counsel offers lawyers easy access to the entire range of legal support, including freelance attorneys, paralegals, and legal assistants. These professionals are available on-demand to other lawyers and have an average of 13 years of experience in the legal industry.

CuroLegal acquired Custom Counsel in 2015 to augment Curo's existing CuroAssist paralegal and legal assistant services. The launch of the new Custom Counsel platform is the culmination of the integration of those two services. "We are thrilled that our vision of a single-source for all of a lawyer's agile staffing needs is now available to the public," said CuroLegal's CEO, Chad Burton. "Over the past five years, Custom Counsel has built a strong reputation in the market for the quality of its talent, and we will continue working to make the process of engaging on-demand help as seamless as possible through continuous client feedback and improvement."

CuroLegal partnered with Legal.io, a Stanford CodeX-backed Silicon Valley startup, to bring this platform to its customers. The platform uses a machine learning algorithm to make the best matches between a client's need and a provider's skill set possible, which will continuously improve as freelancers are engaged through the platform.

While this platform will make the Custom Counsel experience more effortless and automated for Custom Counsel's clients and providers, the fundamental business model will not change. Custom Counsel will remain an invite-only, closed network of curated and experienced providers, and not a massive database open for anyone to join. The focus will remain on quality over quantity, and autonomy will remain with the providers to accept or reject any client or project they are matched with via the Custom Counsel platform. As always, there are no additional transaction fees for clients using the platform, aside from the fixed fee or hourly rate agreed to with the provider.

About Custom Counsel

Since its launch in 2011, Custom Counsel has grown to a network of over 150 experienced attorneys providing on-demand freelance legal services to clients all across the country. Custom Counsel's services have now expanded to include legal assistants and paralegals. Custom Counsel has been featured in publications like the ABA Journal, the Atlantic, and the Huffington Post. Custom Counsel's founder, Nicole Bradick, received a nod from the ABA Journal as a "Legal Rebel" in 2012 for the company's innovative business model. Bradick now serves as Chief Strategy Officer at CuroLegal.

About CuroLegal

CuroLegal is a legal innovation consultancy, working with firms and bar associations at the intersection of technology, business, and law. Curo helps lawyers build next-generation firms through a blend of consulting and technology services, including building technology. Curo's expertise lies in cloud-based software, business model design, and modern practice management.