

How AI Sees the Am Law 25

We asked ChatGPT, Gemini, Perplexity and Claude for a lawyer in each firm's best-known practice, in its headquarters city. Here is who they named.

17

OF 25

firms were missing from at least one AI answer for their own flagship practice. 11 were missing from two or more. One was not named at all.

THE 25, RANKED BY 2026 REVENUE

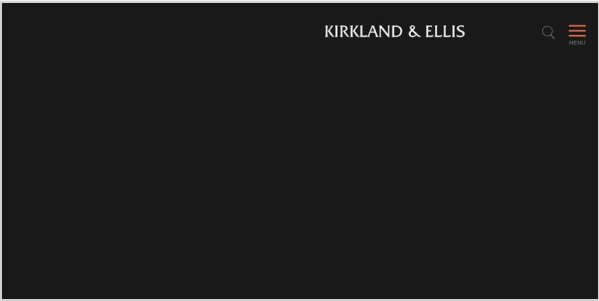
Named for their own flagship practice, in their own city

			NAMED BY	CHATGPT	GEMINI	PERPLEXITY	CLAUDE
1	Kirkland & Ellis	Private equity, Chicago	4 of 4				
2	Latham & Watkins	M&A, Los Angeles	4 of 4				
3	DLA Piper	Corporate, New York	0 of 4				
4	Gibson Dunn	Litigation, Los Angeles	1 of 4				
5	Skadden	M&A, New York	3 of 4				
6	Sidley Austin	Litigation, Chicago	1 of 4				
7	Ropes & Gray	Private equity, Boston	4 of 4				
8	Baker McKenzie	International trade, Chicago	3 of 4				
9	White & Case	International arbitration, New York	3 of 4				
10	Simpson Thacher	Private equity, New York	4 of 4				
11	Morgan Lewis	Employment law, Philadelphia	2 of 4				
12	Hogan Lovells	Regulatory, Washington	2 of 4				
13	Jones Day	Litigation, Cleveland	2 of 4				
14	Paul, Weiss	White collar defense, New York	3 of 4				
15	Sullivan & Cromwell	M&A, New York	2 of 4				
16	Goodwin	Life sciences, Boston	4 of 4				
17	Greenberg Traurig	Real estate, Miami	2 of 4				
18	Davis Polk	Capital markets, New York	4 of 4				
19	Cooley	Venture capital, Palo Alto	4 of 4				
20	Norton Rose Fulbright	Energy, Houston	1 of 4				
21	Mayer Brown	Banking and finance, Chicago	3 of 4				
22	Quinn Emanuel	Commercial litigation, Los Angeles	2 of 4				
23	Weil, Gotshal & Manges	Restructuring, New York	4 of 4				
24	King & Spalding	Healthcare, Atlanta	3 of 4				
25	Paul Hastings	Employment law, Los Angeles	2 of 4				

named the firm did not

FIRMS 1 TO 5

1

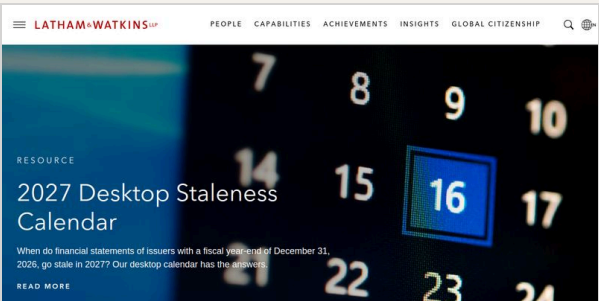


Kirkland & Ellis private equity, Chicago

Named by 4 of 4 ChatGPT Gemini Perplexity Claude

Named by all four. Claude still gave the firm's old North LaSalle address, and three tools named McGuireWoods partners before Kirkland's own.

2



Latham & Watkins mergers and acquisitions, Los Angeles

Named by 4 of 4 ChatGPT Gemini Perplexity Claude

Named by all four, though three of them put Sullivan & Cromwell's Alison Ressler first for M&A in Los Angeles.

3



DLA Piper corporate, New York

Named by 0 of 4 ChatGPT Gemini Perplexity Claude

Not named by any tool for corporate work in New York. Cravath, Wachtell and Paul, Weiss took the answers; Perplexity named two small firms instead.

4

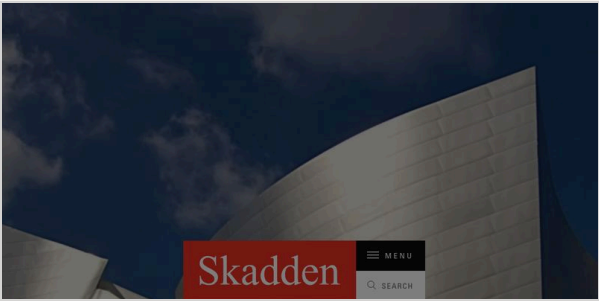


Gibson Dunn litigation, Los Angeles

Named by 1 of 4 ChatGPT Gemini Perplexity Claude

Only Claude named it for litigation in its home city. Quinn Emanuel and Hueston Hennigan led the other three answers.

5



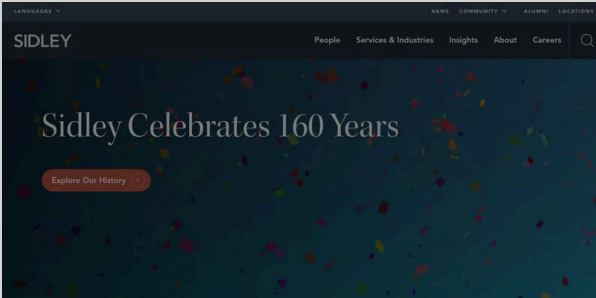
Skadden mergers and acquisitions, New York

Named by 3 of 4 ChatGPT Gemini Perplexity Claude

Named by three. ChatGPT left it out of the New York M&A answer and named Cravath and Crowell & Moring instead.

FIRMS 6 TO 10

6



Sidley Austin litigation, Chicago

Named by 1 of 4 ChatGPT Gemini Perplexity Claude

Only Claude named it for litigation in Chicago. Winston & Strawn's Dan Webb led two of the other answers.

7

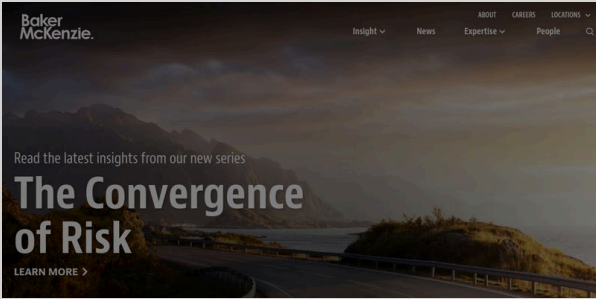


Ropes & Gray private equity, Boston

Named by 4 of 4 ChatGPT Gemini Perplexity Claude

Named by all four for private equity in Boston, usually beside Goodwin and Kirkland.

8

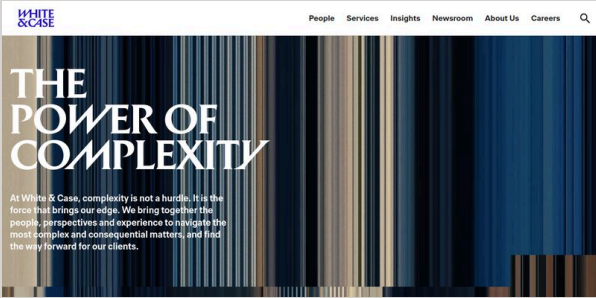


Baker McKenzie international trade, Chicago

Named by 3 of 4 ChatGPT Gemini Perplexity Claude

Named by three. ChatGPT passed over the world's largest firm for a Chicago trade boutique, Barnes, Richardson & Colburn.

9

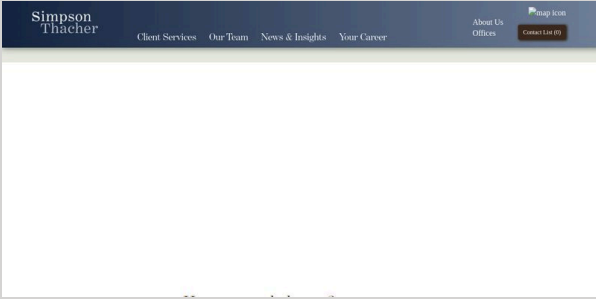


White & Case international arbitration, New York

Named by 3 of 4 ChatGPT Gemini Perplexity Claude

Named by three. ChatGPT named Skadden and Chaffetz Lindsey for arbitration in New York and left White & Case out.

10



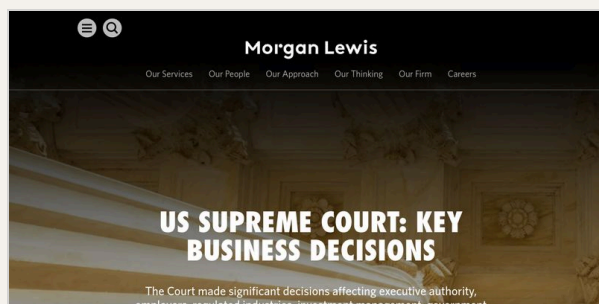
Simpson Thacher private equity, New York

Named by 4 of 4 ChatGPT Gemini Perplexity Claude

Named by all four, and every one of them named Kirkland first.

FIRMS 11 TO 15

11



Morgan Lewis employment law, Philadelphia

Named by 2 of 4

~~ChatGPT~~

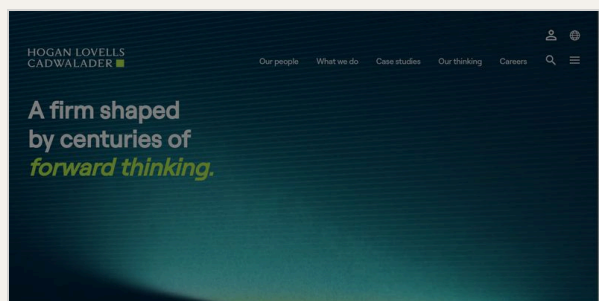
Gemini

~~Perplexity~~

Claude

Named by two. The tools read "employment lawyer in Philadelphia" as an employee asking, and named plaintiff-side firms first.

12



Hogan Lovells regulatory, Washington

Named by 2 of 4

~~ChatGPT~~

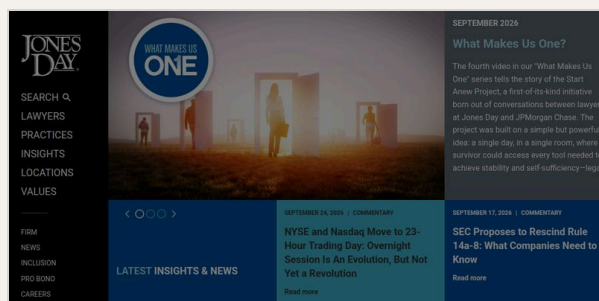
Gemini

Perplexity

Claude

Named by two. Covington led every regulatory answer in Washington; ChatGPT and Perplexity did not name Hogan Lovells at all.

13



Jones Day litigation, Cleveland

Named by 2 of 4

~~ChatGPT~~

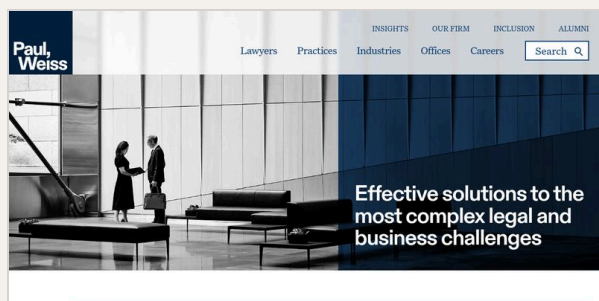
Gemini

~~Perplexity~~

Claude

Named by two in the city where it was founded.
BakerHostetler and Tucker Ellis came up more often.

14



Paul, Weiss white collar defense, New York

Named by 3 of 4

~~ChatGPT~~

Gemini

Perplexity

Claude

Named by three. ChatGPT went to Gibson Dunn's Barry Berke and the boutique Brune Law instead.

15



Sullivan & Cromwell mergers and acquisitions, New York

Named by 2 of 4

~~ChatGPT~~

Gemini

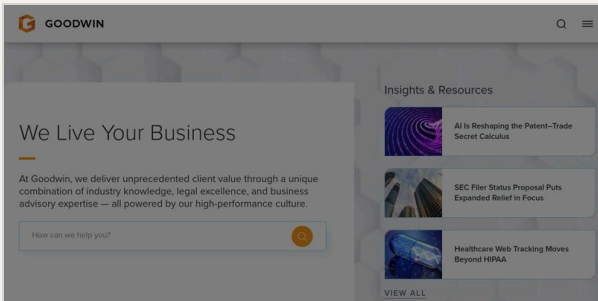
Perplexity

Claude

Named by two. Wachtell and Cravath took the New York M&A answers; ChatGPT and Perplexity left S&C out.

FIRMS 16 TO 20

16

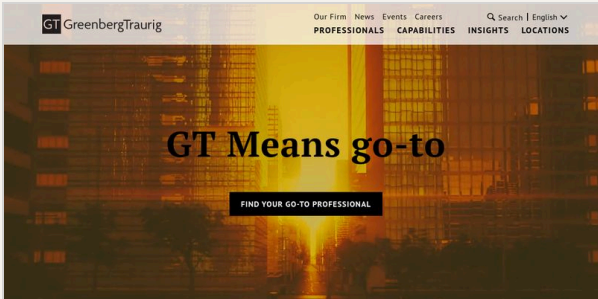


Goodwin life sciences, Boston

Named by 4 of 4 ChatGPT Gemini Perplexity Claude

Named by all four for life sciences in Boston, alongside WilmerHale and Cooley.

17

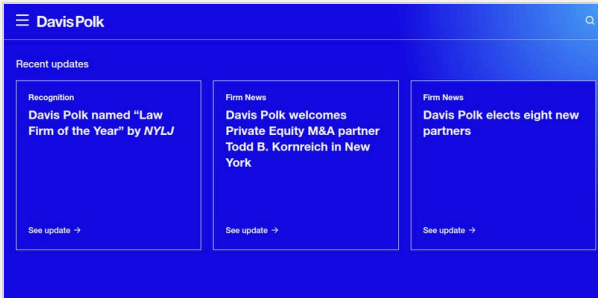


Greenberg Traurig real estate, Miami

Named by 2 of 4 ChatGPT Gemini Perplexity Claude

Named by two in its home market. Bilzin Sumberg led the Miami real estate answers; ChatGPT and Perplexity did not name GT.

18

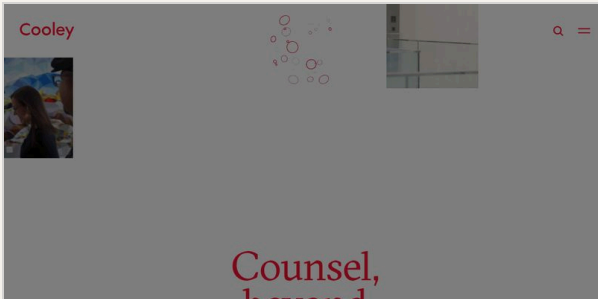


Davis Polk capital markets, New York

Named by 4 of 4 ChatGPT Gemini Perplexity Claude

Named by all four, though three of them put Latham's Marc Jaffe first for capital markets in New York.

19

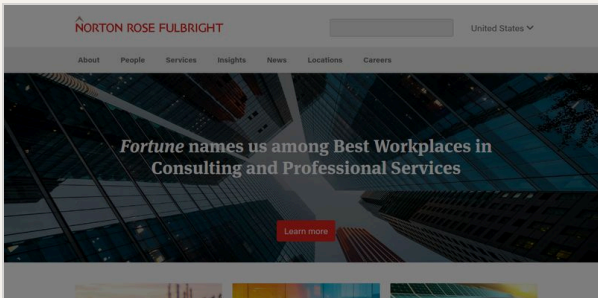


Cooley venture capital, Palo Alto

Named by 4 of 4 ChatGPT Gemini Perplexity Claude

Named by all four for venture capital in Palo Alto, with Wilson Sonsini beside it every time.

20



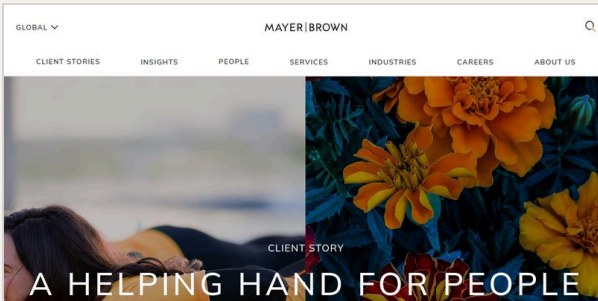
Norton Rose Fulbright energy, Houston

Named by 1 of 4 ChatGPT Gemini Perplexity Claude

Only Claude named it. Vinson & Elkins and Bracewell owned the Houston energy answers in the other three tools.

FIRMS 21 TO 25

21



Mayer Brown banking and finance, Chicago

Named by 3 of 4 ChatGPT Gemini Perplexity Claude

Named by three. ChatGPT named Kirkland and Morgan Lewis for banking in Chicago and left Mayer Brown out.

22

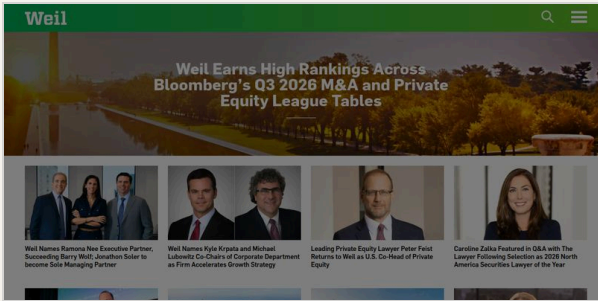


Quinn Emanuel commercial litigation, Los Angeles

Named by 2 of 4 ChatGPT Gemini Perplexity Claude

Named by two in its home city. ChatGPT named John Hueston and O'Melveny's Daniel Petrocelli; Perplexity named three small LA firms.

23

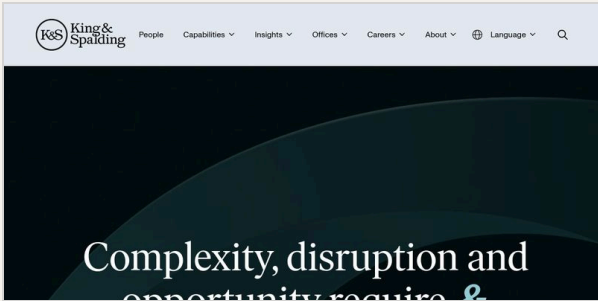


Weil, Gotshal & Manges restructuring, New York

Named by 4 of 4 ChatGPT Gemini Perplexity Claude

Named by all four for restructuring in New York, next to Davis Polk and Kirkland.

24

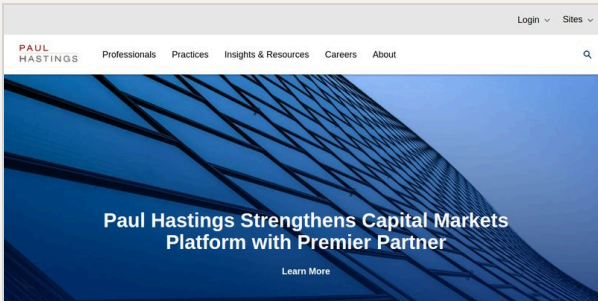


King & Spalding healthcare, Atlanta

Named by 3 of 4 ChatGPT Gemini Perplexity Claude

Named by three. ChatGPT named BakerHostetler and Arnall Golden Gregory for healthcare in Atlanta instead.

25



Paul Hastings employment law, Los Angeles

Named by 2 of 4 ChatGPT Gemini Perplexity Claude

Named by two. As with Morgan Lewis, the tools answered as if an employee were asking and named plaintiff firms first.

Five things the index shows

1. Every tool knew every firm. Asked "What do you know about Kirkland & Ellis?", all four answered correctly for all 25. Being known is not the same as being recommended.
2. ChatGPT named the fewest: 8 of 25 firms for their own flagship practice in their own city. Claude named 24, Gemini 21, Perplexity 14.
3. The tools name people as often as firms. A partner with a clear, current biography gets named ahead of the firm's practice page.
4. The question is read the way a consumer would ask it. "Best employment lawyer in Los Angeles" returned plaintiff-side firms, not Paul Hastings or Morgan Lewis.
5. Headquarters does not help. Sidley in Chicago, Jones Day in Cleveland and Quinn Emanuel in Los Angeles were each missing from at least two answers in their home city.

Method: two client-style questions per firm ("Who is the best private equity lawyer in Chicago, IL?" and "Recommend a private equity attorney near Chicago, IL"), plus one about the firm by name, asked of all four tools. A tool counts as naming the firm when it appears in either recommendation answer.



YOUR FIRM

Run the same check on your firm. It's free.

The same four tools, your practice areas
and your city. Which ones name your firm,
who they name instead, and the first thing
to improve. Two business days, no card.

firmranked.com

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