

Cutting Edge Litigation

In addition to the firm's emergency response team and risk management analysis program, The Long Firm employs various cutting edge tools when litigating all matters.

The Long Firm is proud to employ the most efficient and high performance team where all matters are handled consistently and personally by the managing attorney and his paralegal; a trait you will not find in most mid-size or large firms.

Litigation strategy varies from case to case and is established at the outset of each claim or lawsuit with the managing attorney and the client. A disciplined and coordinated approach to litigating a case provides tremendous benefits and results in the case.

The Long Firm has access to the best experts in the fields of medicine, radiology, pharmacology, investigation, finance, accident reconstruction and engineering ensuring that each expert is up to date in the latest trends and training in their field.

The Long Firm has embraced the latest technology. Our office is fully equipped with sophisticated and state-of-the-art communications networks. Each team member at The Long Firm has access to the latest equipment, resources, on-line researching tools and electronic court filing.

Our Reach

The Long Firm LLP services the entire Eighth Judicial District which includes the upstate counties of Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans and Wyoming. as well as the Seventh Judicial District including Cayuga, Livingston, Monroe, Ontario, Seneca, Steuben, Wayne and Yates counties.

In addition, our practice includes appearances in the United States District Court Western Division seated in both Buffalo and Rochester, New York.



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“The courtroom experience of the attorney you choose to represent your interests makes a difference not only in the outcome of a case, but in the speed in which it is resolved.

TLF
THE LONG FIRM LLP



Litigation that drags on is costly and time consuming.

With over 20 years of trial practice focusing on defense litigation in Buffalo, New York, attorney William Long, Jr. founded The Long Firm LLP in 2008.

The Long Firm is a boutique trial practice representing some of the largest school bus and transportation carriers in the United States as well as municipalities, self-insureds and insurance carriers. The Firm's Emergency Response team has been called upon consistently to offer their clients and operators immediate legal guidance during the initial accident investigation phase and has to its immediate avail experts in the fields of investigation and accident reconstruction.

William Long and his team have earned the respect of both the bench and bar. The legal matters entrusted to the Firm are handled aggressively, yet in a manner that leads to resolution rather than protracted and costly litigation.

For more information about The Long Firm visit <http://www.thelongfirm.com> or contact Bill directly at 716-362-1139 or wlong@thelongfirm.com.

Areas of Practice

Complex Truck and Bus Litigation

Trucking and bus transportation clients remain the focus of our firm's practice and we represent clients in matters involving:

- Catastrophe Injury Matters
- School Bus Litigation
- Trucking Accidents
- Failure to Deliver Issues
- Interstate Commerce Litigation
- Principal and Agent Liability
- Accident Reconstruction and Liability
- Code Compliance
- Traffic and DOT Violations
- Subsidiary Liability
- Common Carrier Liability
- Negligent Hiring and Training Litigation

Municipal Law Litigation

- Road Construction and Design
- Public Defenders Malpractice
- Nursing Malpractice
- Municipal Premise Liability
- Automobile/Bus Fleet Liability
- Negligent Supervision
- Sexual Harassment/Abuse
- Parks and Recreation Liability
- 1983 Actions

Insurance Defense Litigation

The Long Firm has represented hundreds of insured persons and businesses on behalf of numerous insurance companies.

- Commercial Premises Liability
- Agricultural Equipment Liability
- Automobile Liability
- Homeowners Liability
- Utility Construction Liability
- Professional Malpractice
- Construction Accident Liability
- General Negligence Liability
- Negligent Supervision
- Negligent Hiring

Premises Liability

Our firm has represented both businesses and homeowners in matters involving negligence claims arising out of the ownership and maintenance of their properties.

- Slips
- Trips and falls
- Lead paint exposures
- Snow and ice conditions
- Parking lot maintenance
- Highway and road design defects
- Architectural design defects
- Unsafe property conditions

Product Liability

Our firm has represented numerous national and international companies in matters of product liability in specific areas including:

- Specialized Telephone Equipment
- Design/Manufacture of Industrial Lathes and Planing Equipment
- Lawnmower Manufacture and Design
- Metallurgy
- Hand Tool Manufacture and Design
- Landscaping Equipment and Design
- Firearm Marketing and Design

Risk Management

In these litigious times, managing risk is critical to the success of businesses large and small. Over the years our firm has advised clients on many facets of their risk management and safety programs concerning the evaluation of policies and procedures which may affect their exposure to future litigation.

- Managing the risk municipalities are exposed to in the public's recreational use of their properties
 - Consulting on appropriate accident investigation policies for national and regional fleet safety programs for bus and trucking concerns
 - Risk assessment and consulting in regard to transportation safety programs of various national and regional motor carriers
 - Record keeping and accident investigation policies and procedures
 - Accident reconstruction policies and procedures
 - Procedures for retention and gathering of GPS technology and its data
- Contact The Long Firm to establish or evaluate your risk management plan.

The Long Firm Represents:

- regional and national bus and trucking companies
- the largest school bus operator in the United States
- national bus line companies
- construction contractors
- national commercial real property owners and developers
- self insureds
- regional and national insurance carriers in the defense of their policy holders
- municipalities