

Featured Case:

\$11.4 million settlement for a client who suffered a traumatic brain injury.

We recently settled a case for one of our clients for \$11.4 million. Our client was catastrophically injured after falling at a residence in Cobb County due to the negligence of a corporation. Although he was not expected to survive the injuries sustained as a result of the fall, our client made a remarkable recovery. He continues to need assistance with his daily activities, however, and he will likely need this assistance for the remainder of his life. The settlement proceeds will provide for his long-term care needs. We are grateful that we were given the opportunity to make a difference for our client and his family.

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The Newest Member of our Team: Attorney Drew Ashby

We are very proud to introduce the newest member of our firm, Drew Ashby. We hired Drew in April as an associate attorney. He has been a wonderful addition. Drew has litigated cases all over the Southeast including Florida, Louisiana, Tennessee, and South Carolina. He practices in all of the firm's practice areas, with an emphasis on substantial personal injury and wrongful death cases, and product liability cases involving automobile design and manufacturing defects. He has obtained substantial verdicts and settlements in cases involving product liability, trucking accidents, auto accidents, and complex multi-vehicle pileups. Drew has also represented numerous former players in the NFL concussion litigation.



Our newest team member Drew Ashby.

Before joining The Cooper Firm, Drew spent seven years mostly defending litigation in a variety of areas including product liability (with significant exposure to manufacturers in Asia), trucking accidents, auto accidents, professional malpractice, insurance coverage, business, and contract litigation matters. In that capacity, Drew litigated cases with Fortune 500 companies and eight of the top 15 largest insurance companies in the United States.

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Driver Assisted Technologies: The Future Is Now



Driver assisted technologies (“DAT”) are just that. They are technologies designed to assist the driver operate the car. They rely primarily on sensor technology to monitor the driver’s behavior, the car, and areas around the car. If a hazard inside or outside the car is detected, the DAT will intervene to change the car’s behavior or path, or use an alarm to alert the driver. DAT will improve driver safety, reduce collisions or the severity of collisions, and inevitably lead to newer designs and ever-safer cars.

Drivers have been using rear cameras for some time now, and it has reduced backing accidents and blind-spot deaths. Some of the newer and more current DATs include the following: Driver Drowsiness Detection, Predictive Emergency Braking Systems, Lane Assist Systems, Rear Cross Traffic Alerts, Construction Zone Assists, Predictive Pedestrian Protection, Intelligent Speed Adaptation, Vehicle Communication Systems, and Traffic Sign Recognition, to name but a few.

Drivers must remain ever alert, and not rely wholly on sensing systems until they are proven flawless— and that may never be the case.

There Will Be Defects. As with all technologies, however, there will be glitches and design and manufacturing defects. Sensors will not sense. Radar will not detect. Drivers must remain ever alert, and not rely wholly on sensing systems until they are proven flawless—and that may never be the case.

Sensors will not sense. If sensors are broken, programmed wrongly, or broken too easily, then the DAT will malfunction and can actually give the driver incorrect data. This itself might cause a collision, or it might cause the driver not to trust the DAT, thereby reducing its effectiveness. They might speed up a car when it needs to slow down. It might cause a car to not see an obvious hazard.

Algorithms will not compute fully, or at all. It’s already thought that some air bags are not deploying in current cars because of algorithm errors. Sensors rely on programs and algorithm. If those are inadequate or contain a programming error, or a math error, then the DAT will not ready the situation correctly and may harm the driver. For example, it might cause an airbag not to deploy, or a make a car speed up in a school zone.

Override sensors might fail. Most modern DAT and car technology plans for a driver override switch. Some kind of switch to let the driver take control over the car in an emergency. Those too might fail and leave a driver worse off than before his car got DAT devices.

DATs will undoubtedly make cars better and drivers safer. But safety advocates, like **The Cooper Firm**, will continue to be vigilant to ensure that the new technology does more good than harm, and to help those when it does not. ♦

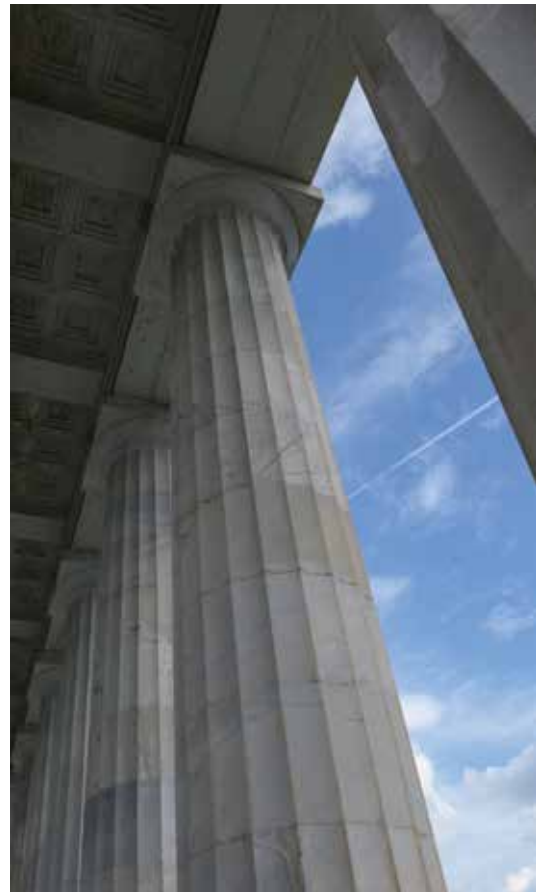
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In his career Drew has served as civil counsel to the Georgia Secretary of State, the Georgia Securities Commissioner, the Georgia Real Estate Commission, the Georgia Real Estate Appraiser's Board, a Special Assistant Attorney General, several large metro-Atlanta cities/counties, various receivers in RICO actions, and several District Attorneys throughout Georgia.

Drew has also worked with the American Center for Law and Justice to litigate First Amendment and other constitutional issues where he helped win a victory at the Supreme Court of the United States.

Drew graduated from Auburn University where he obtained a Bachelors of Science in Finance with a concentration in Economics. He received his law degree from Regent University School of Law where he served on the Trial Advocacy Board and worked as a legal intern with the Office of the General Counsel for the Department of Homeland Security.

Drew lives in Smyrna with his wife and two young boys where they are actively involved in Foundry Church, a local community-focused church in the Smyrna area. He and his wife are a part of a team that is helping to start the church and they are excited about its official launch in the coming months. We are very excited to have such a well-rounded and experienced attorney as a part of our team. ♦



We've Moved!

The Cooper Firm has moved from 701 Whitlock Avenue to 531 Roselane Street | Suite 200 Marietta, GA 30060.

A place for your next mediation, deposition, or small conference.

Conveniently located in Marietta, Georgia near Interstate 75, The Cooper Firm office features two fully equipped conference rooms and one breakout mediation room. Our main conference room features video conferencing capabilities as well as top grade audio-visual equipment. All of our spaces are fully furnished with complimentary beverage service, catering options, local phone access, network connection, notary, copy and printing services, and wireless internet.



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“After being represented by The Cooper Firm, I can say without a doubt, I have never met a group of people with more integrity or professionalism.”

- Ramona Roper, *Cooper Firm Client*