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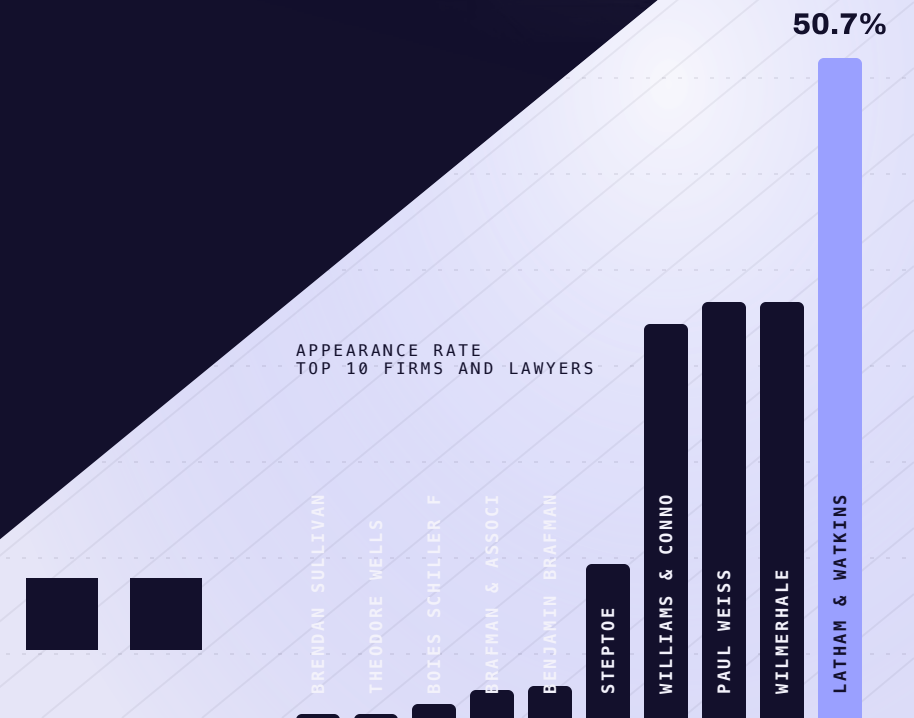
WHITE-COLLAR LAWYERS AI DISCOVERY INDEX

Which white-collar defense firms AI names
288 AI answers · October 27, 2026

Measured :
October 27, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 65 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Latham & Watkins leads. Paul Weiss and WilmerHale tie for second.

Latham & Watkins was the firm or lawyer that ChatGPT, Claude, Gemini and Perplexity named most often. Latham & Watkins appeared in 146 of 288 answers (50.7%) measured on October 27, 2026. Paul Weiss and WilmerHale came next, each at 92 of 288 (31.9%). Latham & Watkins was named first more often than any other firm or lawyer, in 78 of 288 answers. Google AI Overviews appeared on 65 of 72 searches (90.3%).

Version 2. This version replaces the first version of this study, first published June 22, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

50.7%
of answers named Latham & Watkins, the most-named (146 of 288)

10
tracked firms and lawyers named at least once (of 14)

90.3%
of Google searches showed an AI Overview (65 of 72)

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KEY FINDINGS

01 What the data shows

MOST NAMED

146/288 (50.7%)

Latham & Watkins appeared in 146 of 288 four-engine answers (CI 44.9–56.4%). Paul Weiss and WilmerHale each appeared in 92 of 288 (31.9%, CI 26.8–37.5%). The intervals do not overlap.

NAMED FIRST

78/288 (27.1%)

Latham & Watkins was the first firm or lawyer named in 78 of 288 answers, more than any other tracked firm or lawyer. Average first position: 1.8.

GEMINI SKEW

34/72 (47.2%)

Gemini named Williams & Connolly in 34 of 72 answers. The other engines did so in 15 to 22 of 72.

OWN-SITE CITATIONS

96/288 (33.3%)

Latham & Watkins's own domains were cited in 96 of 288 grounded answers, more than any other tracked firm or lawyer. WilmerHale followed at 46 of 288. 4 of 14 tracked firms and lawyers had 0 of 288.

AIO TRIGGER

65/72 (90.3%)

Google AI Overviews appeared on 65 of 72 searches (CI 81.3–95.2%). On the other 7, no overview was shown.

AIO LEADER

26/65 (40%)

Latham & Watkins was the firm or lawyer named most often in AI Overviews, at 26 of 65, followed by Williams & Connolly at 20 of 65 (30.8%). In the four-engine set, Latham & Watkins was named in 146 of 288 answers (50.7%).

TOP DOMAIN

130/288 (45.1%)

chambers.com was cited in 130 of 288 grounded four-engine answers, with 164 of 2,716 citations (6%). gibsondunn.com came second with 130 citations in 124 answers (43.1%).

THE LEADERBOARD

02 Which firms and lawyers AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Latham & Watkins	50.7%	146/288
2	Paul Weiss	31.9%	92/288
3	WilmerHale	31.9%	92/288
4	Williams & Connolly	30.2%	87/288
5	Steptoe	11.8%	34/288
6	Benjamin Brafman	2.4%	7/288
7	Brafman & Associates	2.1%	6/288
8	Boies Schiller Flexner	1.0%	3/288
9	Brendan Sullivan	0.3%	1/288
10	Theodore Wells	0.3%	1/288

02

THE LEADERBOARD

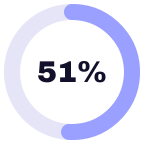
The full list

Own-domain citation is the share of 288 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,716 citations.

#	FIRM OR LAWYER	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**Latham & Watkins**	146/288	**50.7%**	44.9–56.4%	1.8	33.3% (96/288)	3.8%
2	**Paul Weiss**	92/288	**31.9%**	26.8–37.5%	2	14.6% (42/288)	1.8%
3	**WilmerHale**	92/288	**31.9%**	26.8–37.5%	1.8	16% (46/288)	1.8%
4	**Williams & Connolly**	87/288	**30.2%**	25.2–35.7%	1.6	12.8% (37/288)	1.6%
5	**Steptoe**	34/288	**11.8%**	8.6–16%	1.5	8.7% (25/288)	0.9%
6	**Benjamin Brafman**	7/288	**2.4%**	1.2–4.9%	1	0.3% (1/288)	0%
7	**Brafman & Associates**	6/288	**2.1%**	1–4.5%	2	0.3% (1/288)	0%
8	**Boies Schiller Flexner**	3/288	**1%**	0.4–3%	1	0% (0/288)	0%
9	**Brendan Sullivan**	1/288	**0.3%**	0.1–1.9%	2	12.8% (37/288)	1.6%
10	**Theodore Wells**	1/288	**0.3%**	0.1–1.9%	4	14.6% (42/288)	1.8%

PROFILES

03 The top eight, side by side

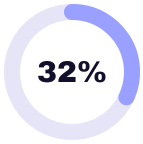


RANK 1

Latham & Watkins

146/288 answers · 95% CI 44.9–56.4%

1.8	33.3%	3.8%
first-mention position	owned-domain citation (96/288)	citation share

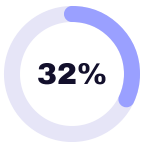


RANK 2

Paul Weiss

92/288 answers · 95% CI 26.8–37.5%

2	14.6%	1.8%
first-mention position	owned-domain citation (42/288)	citation share



RANK 3

WilmerHale

92/288 answers · 95% CI 26.8–37.5%

1.8	16%	1.8%
first-mention position	owned-domain citation (46/288)	citation share

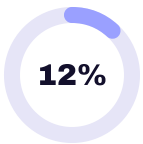


RANK 4

Williams & Connolly

87/288 answers · 95% CI 25.2–35.7%

1.6	12.8%	1.6%
first-mention position	owned-domain citation (37/288)	citation share



RANK 5

Steptoe

34/288 answers · 95% CI 8.6–16%

1.5	8.7%	0.9%
first-mention position	owned-domain citation (25/288)	citation share



RANK 6

Benjamin Brafman

7/288 answers · 95% CI 1.2–4.9%

1	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

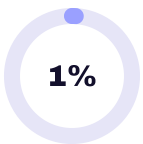


RANK 7

Brafman & Associates

6/288 answers · 95% CI 1–4.5%

2	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share



RANK 8

Boies Schiller Flexner

3/288 answers · 95% CI 0.4–3%

1	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Williams & Connolly in 34 of 72 answers. The other engines did so in 15 to 22 of 72.

ChatGPT

72 ASKED · 72 RETURNED · 72 GROUNDED

Latham & Watkins	**68.1%**
Paul Weiss	**45.8%**
WilmerHale	**41.7%**
Williams & Connolly	**22.2%**
Steptoe	**11.1%**
Benjamin Brafman	**4.2%**

Claude

72 ASKED · 72 RETURNED · 72 GROUNDED

Latham & Watkins	**34.7%**
WilmerHale	**33.3%**
Williams & Connolly	**30.6%**
Paul Weiss	**23.6%**
Steptoe	**13.9%**
Benjamin Brafman	**0%**

Gemini

72 ASKED · 72 RETURNED · 72 GROUNDED

Latham & Watkins	**75%**
Williams & Connolly	**47.2%**
Paul Weiss	**45.8%**
WilmerHale	**36.1%**
Steptoe	**5.6%**
Benjamin Brafman	**5.6%**

Perplexity

72 ASKED · 72 RETURNED · 72 GROUNDED

Latham & Watkins	**25%**
Williams & Connolly	**20.8%**
WilmerHale	**16.7%**
Steptoe	**16.7%**
Paul Weiss	**12.5%**
Boies Schiller Flexner	**4.2%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 65 = 353 answers.



TRIGGER RATE

Google AI Overviews appeared on 65 of 72 searches (90.3%, CI 81.3–95.2%). The other 7 searches showed no overview. Within the 65 overviews, Latham & Watkins was named in 26 (40%), Williams & Connolly was named in 20 (30.8%), Paul Weiss was named in 17 (26.2%), WilmerHale was named in 15 (23.1%). paulhastings.com was the most-cited source, with 14 citations and an appearance in 11 of 65 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Latham & Watkins	48.7%	=
2	Paul Weiss	30.9%	=
3	WilmerHale	30.3%	=
4	Williams & Connolly	30.3%	=
5	Steptoe	9.9%	=
6	Benjamin Brafman	2.5%	=
7	Brafman & Associates	1.7%	=
8	Boies Schiller Flexner	1.1%	=
9	Theodore Wells	0.8%	▲ 1
10	Brendan Sullivan	0.3%	▼ 1

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

WilmerHale 66.7%

Latham & Watkins	50%
Paul Weiss	50%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

WilmerHale 66.7%

Paul Weiss	41.7%
Williams & Connolly	25%

AI Overview shown on 0 of 3 searches

Q03 · 12 ANSWERS

Latham & Watkins 83.3%

Paul Weiss	50%
WilmerHale	33.3%

AI Overview shown on 2 of 3 searches

Q04 · 12 ANSWERS

Williams & Connolly 41.7%

TIED WITH PAUL WEISS, LATHAM & WATKINS

Paul Weiss	41.7%
Latham & Watkins	41.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Paul Weiss 100%

Williams & Connolly	91.7%
Latham & Watkins	83.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Benjamin Brafman 50%

Brafman & Associates	41.7%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,716 citations in total. chambers.com was cited most often, with 164 citations (6%) across 130 answers. Next came gibsondunn.com (130), lw.com (102), bestlawyers.com (85), legal500.com (77), en.wikipedia.org (71).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

chambers.com	**45.1%**
gibsondunn.com	**43.1%**
lw.com	**33.3%**
legal500.com	**22.2%**
skadden.com	**21.5%**
sidley.com	**17.4%**
wilmerhale.com	**16%**
vault.com	**16%**
paulweiss.com	**14.6%**
en.wikipedia.org	**13.5%**

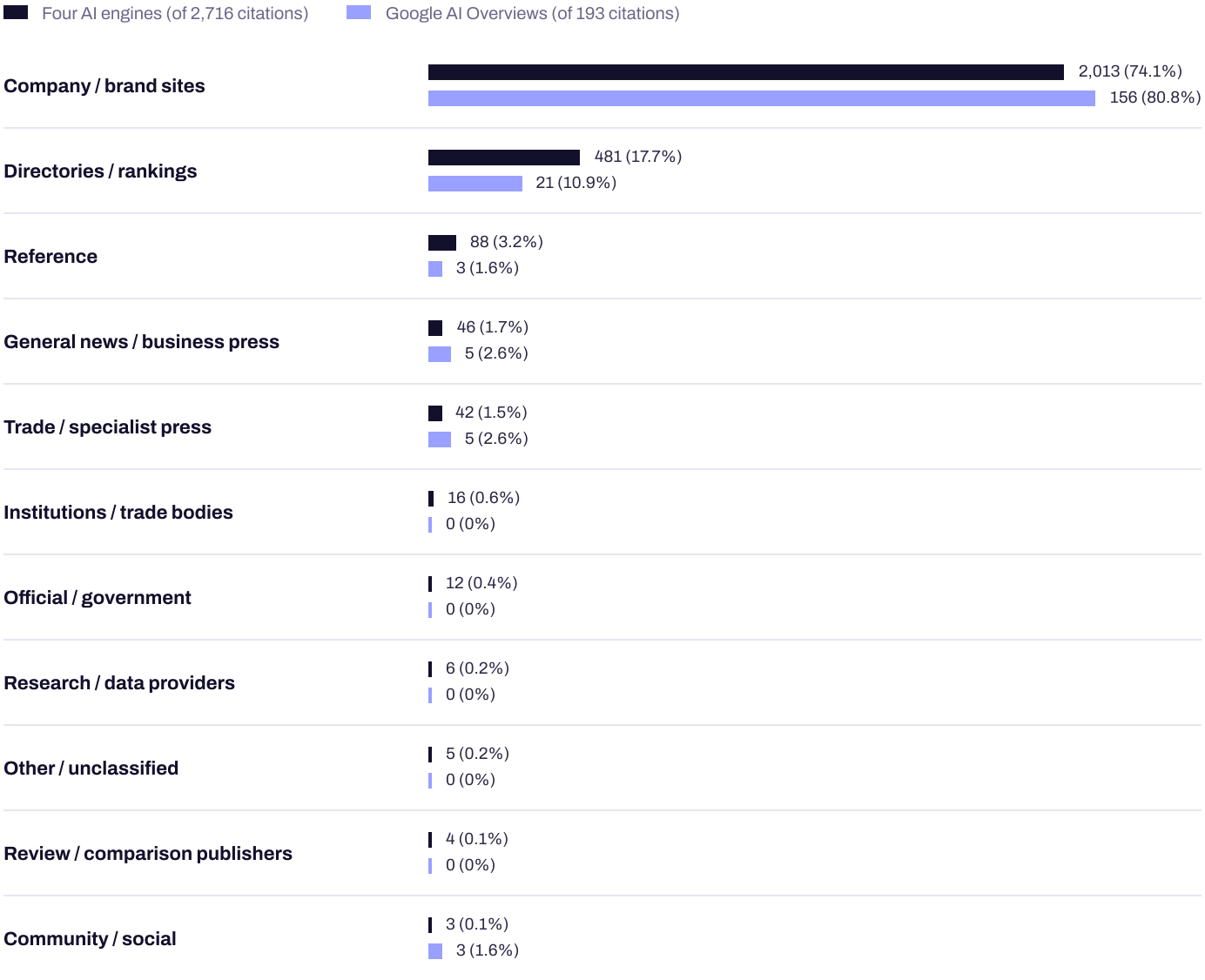
GOOGLE AI OVERVIEWS · SHARE OF 65 OVERVIEWS

paulhastings.com	**16.9%**
legal500.com	**12.3%**
federal-lawyer.com	**12.3%**
lw.com	**12.3%**
hklaw.com	**6.2%**
millerchevalier.com	**6.2%**
paulweiss.com	**6.2%**
wc.com	**6.2%**
akingump.com	**4.6%**
avvo.com	**4.6%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can firms and lawyers improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Latham & Watkins's own domains were cited in 33.3% of grounded answers, WilmerHale's in 16.0% and Theodore Wells's in 14.6%. Theodore Wells was named in only 0.3% of answers, yet its own domains were cited in 14.6%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were chambers.com (in 45.1% of grounded answers), gibsondunn.com (43.1%), legal500.com (22.2%), skadden.com (21.5%) and sidley.com (17.4%). Directories and rankings supplied 17.7% of citations and reference sites 3.2%.
Check each engine separately.	Gemini named Latham & Watkins in 75.0% of answers against 25.0% on Perplexity. ChatGPT named Paul Weiss in 45.8% of answers against 12.5% on Perplexity.
Watch names outside the tracked list.	Gibson, Dunn & Crutcher LLP (121), Covington & Burling LLP (63), Sidley Austin LLP (38), Pillsbury Winthrop Shaw Pittman LLP (34), Paul Hastings LLP (29) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which firm or lawyer do AI engines name most often?

Latham & Watkins, named in 146 of 288 four-engine answers (50.7%, CI 44.9–56.4%). Paul Weiss and WilmerHale tied for second, each at 92 of 288 (31.9%).

Q2 Which firm or lawyer is named first most often?

Latham & Watkins was the first firm or lawyer named in 78 of 288 answers, with an average first position of 1.8.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 65 of 72 searches (90.3%, CI 81.3–95.2%). Within those 65 overviews, Latham & Watkins was named most often, in 26 (40%).

Q4 Which sources do the engines cite?

Across 2,716 four-engine citations, chambers.com was cited most (164 citations, in 130 of 288 grounded answers), followed by gibsondunn.com (130 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Williams & Connolly in 34 of 72 answers, against 15 to 22 of 72 on the other engines. Gemini named Latham & Watkins in 54 of 72 answers, against 18 to 49 of 72 on the other engines.

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 65 AI Overviews

24 questions, each asked 3 times on each engine, measured October 27, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Entities count as named when they appear in the answer text; products and name variants roll up to the tracked name, and people are matched with middle names or initials, nicknames, possessives and suffixes. All 360 scheduled cells completed: ChatGPT 72, Claude 72, Gemini 72 and Perplexity 72, plus 72 DataForSEO lookups. Failed cells: 0. Excluded cells: 0. No DataForSEO lookups were excluded. Google showed an AI Overview on 65 searches and no overview on 7; no-overview results remain in the 72-search trigger-rate denominator.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	65 shown	65

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the entity ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the entity first appears (1 = first).
- Own-domain citation: grounded answers citing the entity's domains ÷ grounded answers.
- Citation share: citations to the entity's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 27, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 14 tracked firms and lawyers were scored. Untracked names that appeared often were not scored, including Gibson, Dunn & Crutcher LLP (121), Covington & Burling LLP (63), Sidley Austin LLP (38), Pillsbury Winthrop Shaw Pittman LLP (34), Paul Hastings LLP (29).
- AI Overview figures are based on only 65 overviews, so estimates for individual firms and lawyers are less precise than the four-engine figures.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	**Top white-collar defense firms for a DOJ investigation involving foreign corrupt practices.**	White-Collar Defense Lawyers	CORE QUESTION
02	**Who are the best white-collar criminal defense lawyers in New York?**	White-Collar Defense Lawyers	CORE QUESTION
03	**Which law firms handle federal fraud investigations?**	White-Collar Defense Lawyers	CORE QUESTION
04	**What lawyer should an executive hire after receiving a target letter?**	White-Collar Defense Lawyers	CORE QUESTION
05	**Which law firms are best for corporate internal investigations?**	White-Collar Defense Lawyers	CORE QUESTION
06	**Who are the most famous criminal defense lawyers in the US?**	White-Collar Defense Lawyers	CORE QUESTION
07	**Which law firms defend insider trading cases?**	White-Collar Defense Lawyers	CORE QUESTION
08	**Which law firms represent executives in SEC and DOJ parallel investigations?**	White-Collar Defense Lawyers	CORE QUESTION
09	**Which law firms handle healthcare fraud investigations?**	White-Collar Defense Lawyers	ADDED QUESTION
10	**Which law firms handle criminal tax investigations?**	White-Collar Defense Lawyers	ADDED QUESTION
11	**Which lawyers represent public officials in corruption cases?**	White-Collar Defense Lawyers	ADDED QUESTION
12	**Which law firms handle money laundering investigations?**	White-Collar Defense Lawyers	ADDED QUESTION
13	**Which law firms handle criminal antitrust cartel cases?**	White-Collar Defense Lawyers	ADDED QUESTION
14	**Which law firms handle sanctions violation cases?**	White-Collar Defense Lawyers	ADDED QUESTION
15	**Which law firms in Washington, DC handle white-collar defense?**	White-Collar Defense Lawyers	ADDED QUESTION
16	**Which law firms in California handle white-collar defense?**	White-Collar Defense Lawyers	ADDED QUESTION
17	**Which law firms handle crypto fraud prosecutions?**	White-Collar Defense Lawyers	ADDED QUESTION
18	**Which law firms handle False Claims Act investigations?**	White-Collar Defense Lawyers	ADDED QUESTION
19	**Which law firms respond to grand jury subpoenas for companies?**	White-Collar Defense Lawyers	ADDED QUESTION
20	**Which white-collar lawyers are former federal prosecutors?**	White-Collar Defense Lawyers	ADDED QUESTION
21	**Which law firms try wire fraud cases?**	White-Collar Defense Lawyers	ADDED QUESTION
22	**Which law firms handle foreign bribery investigations?**	White-Collar Defense Lawyers	ADDED QUESTION
23	**Which law firms negotiate deferred prosecution agreements?**	White-Collar Defense Lawyers	ADDED QUESTION
24	**Which white-collar firms are known for taking cases to trial?**	White-Collar Defense Lawyers	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Legal AI Discovery: White-Collar 2026

Measured October 27, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

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