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April 8, 2009

*Minnesota Lawyer*  
730 South Second Ave.  
Minneapolis, MN 55402

Dear Editor:

Your April 6, 2009 article describing the Better Business Bureau's rating of law firms highlighted a "C rating" given to Bassford Remele. While your article addresses some very legitimate concerns about the BBB's process for rating law firms, it does not adequately highlight the sheer lack of information relied upon by the BBB in making its ratings.

According to the BBB website, our firm received a "C rating" solely because the BBB does not "have sufficient information to determine how long this business has been operating" and because the BBB does not "have sufficient background information on this business." The website confirms that our firm has not been the subject of any complaints or government actions, and has not received any negative advertising reviews. In fact, the BBB ratings indicate the BBB has *absolutely no information* about our law firm.

The only item of information about our firm that is specifically cited is laughable: the BBB classifies our firm as "trademark lawyers." As far as we have been able to determine, the firm has never registered a trademark in its 127-year history.

It should have been obvious to *Minnesota Lawyer* that a publication portraying Bassford Remele with a "C rating" must be in error. All other legal or business rating sources rank us among the top law firms in the Midwest. This is evident by our 24 "Super Lawyers," 10 "Best Lawyers in America," 30 "AV-rated" attorneys from Martindale Hubbell, the firm's inclusion in Martindale Hubbell's Bar Register of Preeminent Lawyers, and our recognition as a Leading Commercial Litigation Law Firm by Chambers and Partners for the past five years. These never-considered recognitions, coupled with our firm's identification as "trademark lawyers" should have caused *Minnesota Lawyer* to pause and question the legitimacy of BBB's rating methodology.

We are equally troubled by the cover graphic you chose for the article. The large graphic that encompasses nearly half of the front page focuses on our firm's "C rating," but does not explain the absence of any rational basis for that rating. Indeed, the graphic suggests the rating indicates some problem with the firm, when it clearly does not.

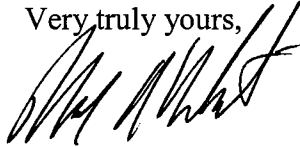
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By handling the article and its graphic in this manner, *Minnesota Lawyer* has inaccurately and unfairly portrayed our law firm, our history, our reputation, and our professionalism, and has essentially given unjustified credence to the BBB's flawed and uninformed rating process. Please consider what if anything you can do to correct this error.

Very truly yours,

A handwritten signature in black ink, appearing to read "Mark R. Whitmore". The signature is stylized and cursive.

Mark R. Whitmore

Chief Operating Officer/Managing Partner  
BASSFORD REMELE, A Professional Association

MRW:glw