

FIRST

Bloggable Hours

A Wilmington lawyer finds his niche in a blawg-eat-blawg world.

It's a safe bet that Francis Pileggi is the only corporate attorney in Delaware who is also a genuine Kentucky Colonel.

But Pileggi, a partner at Fox Rothschild in Wilmington, is better known for his legal Delaware Corporate and Commercial Litigation Blog, where he regularly summarizes decisions from the Delaware Court of Chancery and the Delaware Supreme Court, then posts them at www.delawarelitigation.com.

And he does it for free.

"Why do some people play the piano, jog or lift weights?" Pileggi says. "It's fun, and it's a service to others."

It also helps him rack up Google postings and hits, which doesn't hurt business.

"People often go to Google to find out about a particular lawyer," he says. "The first thing that comes up in a search is a blog because they are updated frequently and they have a lot of repetitive informa-

tion. Any smart lawyer would want to have some influence over his Internet presence."

Pileggi started blogging two years ago, after he noticed an increasing number of blogs—also known as "blawgs"—published by professors of corporate law. A frequent contributor to legal trade publications, Pileggi figured he'd give it a shot.

His summaries serve as an unofficial archive, but they have also become popular with other attorneys and with some of the country's leading legal experts, including Professor Stephen Bainbridge of the UCLA School of Law.

"(Bainbridge) posted on his blog that anyone interested in Delaware corporate law needs to read my blog," says Pileggi. "I couldn't have paid him to say it any better."

Between his demanding day job and

blogging, one wonders how Pileggi finds time to fulfill his duties as a Kentucky Colonel. The honor was bestowed upon him by the governor for public service.

"I didn't even know what it is. I had to Google it," Pileggi says. "The equivalent would be—I don't know if there is any equivalent. It's a conversation starter. People ask me if I have the recipe." —Drew Ostroski

