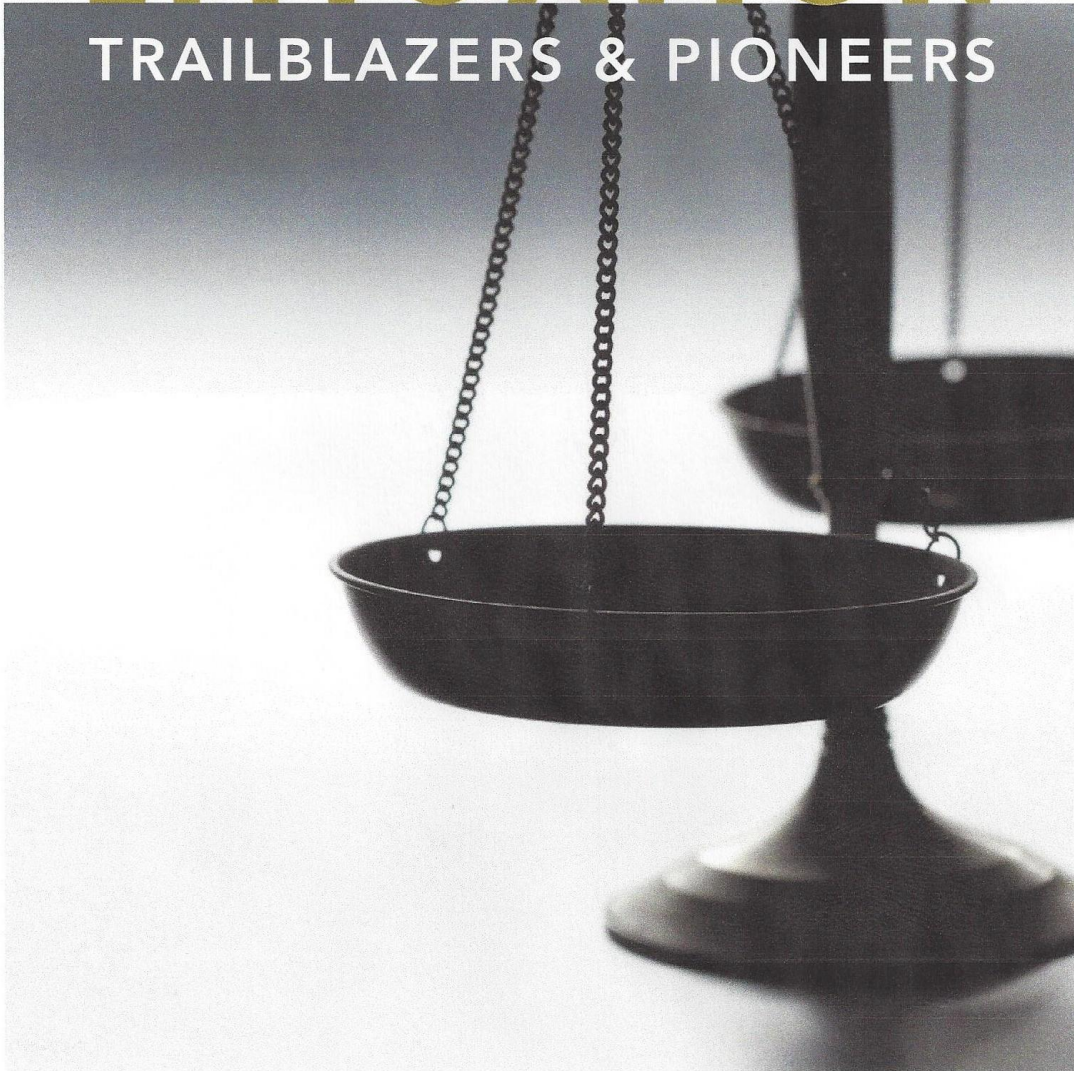


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LITIGATION

TRAILBLAZERS & PIONEERS



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TRE LOVELL

THE LOVELL FIRM, P.C.



PIONEER SPIRIT Early in his career, Tre Lovell became aware of the disparities in the opportunities between powerful companies and average, hardworking people. Since launching his own law firm in 2004, his practice has included taking on cases of large-scale financial fraud involving hundreds or thousands of innocent victims against powerful entities. "Some of the greatest financial devastation I've seen emanates from these fraud schemes."

TRAILS BLAZED Since the 2008 financial meltdown, Lovell has seen a lot more of these scams and has expanded his practice to chase those who assist in the fraud. "In large-scale fraud, you have the actual fraudsters, and you have the second layer or the 'enablers.' These are the financial institutions, accountants, lawyers, branding partners and others who may indirectly perpetuate the fraud." Lovell believes that these ancillary players often take on a significant role in the scheme being successful, but are ignored by plaintiff's attorneys or criminal investigators. "If you are a bank and see unusual activity in your accounts, or an attorney being asked to do abnormal transactions, yet choose to close your eyes without asking questions, then you may be culpable."

FUTURE EXPLORATIONS Lovell believes that the more the enablers are challenged when engaging in what turns out to be a fraud scam, the more such practices will change. "As long as people think they are untouchable, they will walk the line to maximize their revenue." But he believes that once a bank, accountant or law firm knows it can be sued for having a relationship with a scam or scheme, this behavior will change. "Once you take away the means, you take away the scheme."