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BIOGRAPHY

Jeff Isaac, Esq. - AKA "The Lawyer in Blue Jeans" - is an energetic hybrid of down to earth legal advice, humor and engaging commentary on life's daily legal challenges. A veteran attorney with over 30-years under his proverbial belt, Isaac offers down-to-earth expert perspective on both personal legal issues as well as those current events in law that affect society on a day-to-day basis. Isaac's distinctive style of what he calls "Blue Jeans Law" is highly relatable and comforting to a public that is known to harbor negative misperceptions about attorneys at large. In today's overly litigious society, this "Blue Jeans Law" philosophy is a welcome and refreshing view of the legal system with the "common man's" interest at heart.



Isaac, an invigorating and often "brutally honest" media personality, imparts his unique style and lighthearted perspective throughout the airwaves as host of 760 KFMB AM's "The Lawyer in Blue Jeans", a talk radio program aired weekly throughout San Diego county. Listeners benefit from frank discussions with Isaac about the legal issues that affect their daily lives. A sought after cross-media expert source, Isaac also appears regularly on CBS affiliate KFMB Channel 8 in San Diego. There, he serves as the legal commentator and often sits in as an integral part of the morning newscast, providing insightful legal explanations, interpretations and perspective on high-profile court cases and legal issues that impact the region. Having written ten books, Isaac is an accomplished author who has also penned weekly columns for the *San Diego Daily Transcript* - a highly respected business newspaper in San Diego county.

Isaac is also founder of The Lawyer In Blue Jeans Group, a firm dedicated to providing efficient legal services at affordable prices. Through The Lawyer In Blue Jeans Group, Isaac addresses a distinct niche within the legal profession by providing consumers with proactive approaches to help shield against lawyers, legal fees, courts, and the emotional and financial costs thereof at a price within their means. Services include the establishment of Revocable Living Trusts, Articles of Incorporation, and LLC's.

Isaac's highly regarded and eagerly anticipated expert opinion runs the gamut from very serious to absolutely outrageous, which is a style he developed through his diverse professional background. In addition to legal pursuits including that as a law professor, Isaac's has served as a member of the Judge Advocate General's Office in the United States Army, a high school football coach, and an outspoken and involved member of his community for charitable and other events.