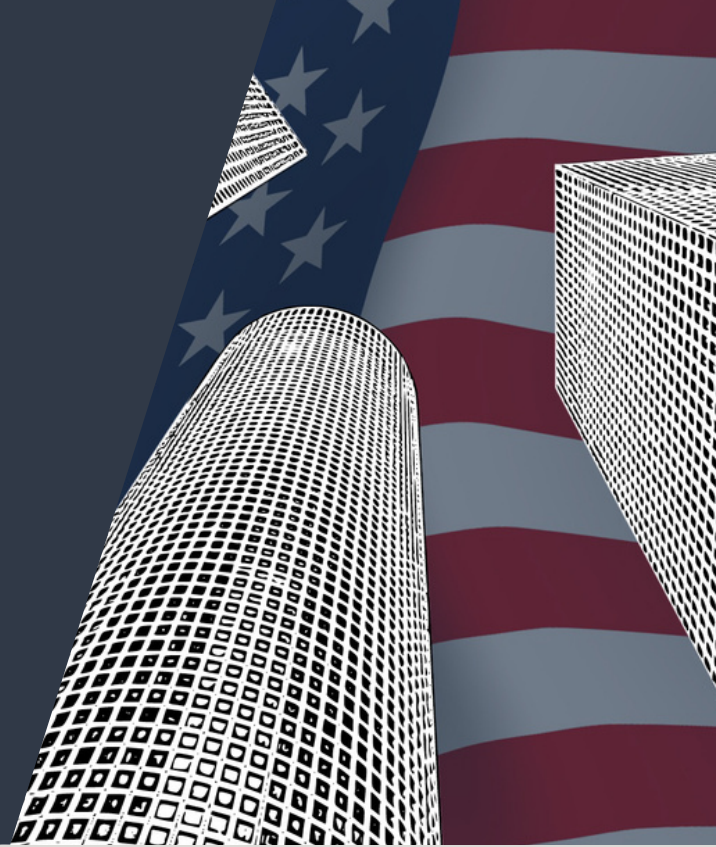


# ASSERSON LAW OFFICES ANNOUNCES “ASSERSON U.S.” AND THE EXPANSION OF U.S. LEGAL SERVICES TO FIRM CLIENTS



Asserson Law Offices is delighted to announce “Asserson U.S.” and the expansion of U.S. legal services to our clients.

In addition to Asserson U.S.’s current U.S. Dispute practice, the Asserson U.S. team is now providing wide-ranging legal services to firm clients in matters involving U.S. contracts and transactions, corporate counsel, employment law, and general counsel services.

## OUR CLIENTS:

**Working in Israel, we serve clients:**

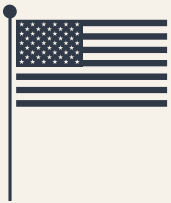


- That maintain business operations in the U.S. (or aspire to operate in the U.S.)
- That market and sell products or services in the U.S., or transact business in the U.S.
- That operate U.S. offices and hire U.S.-based employees/contractors
- That are subject to U.S. compliance or the jurisdiction of U.S. courts in the event of disputes
- That are entering into commercial contracts with U.S. entities or otherwise doing business with U.S. companies



# WHY ASSERSON U.S.?

Asserson U.S. extends the Asserson “Win Different” philosophy to our U.S. practice:



## U.S. Experience

We are highly experienced and capable U.S. practitioners, including high stakes litigation as well as serving clients in U.S. commercial/transactional matters. For clients that aspire to physically operate in the U.S., or do business in the U.S., we are highly experienced counsellors and advisors.



## Service

We emphasize personal service where key legal work is handled by lawyers you know and trust. We are accessible and responsive, and we work relentlessly to exceed our clients' expectations and secure outstanding results. Above all, consistent with the Asserson “Win Different” philosophy, we are innovative ... but, we also approach matters looking for practical solutions that solve our clients' problems.



## Accessibility

Our Israeli clients enjoy direct and immediate access to their lawyers handling U.S. matters, whether it is litigation counsel with primary case handling responsibility or corporate counsel handling your U.S. commercial work. As U.S. insiders who maintain our home in Israel, we serve as an effective bridge seamlessly navigating our clients' legal needs and disputes in the U.S.



## Value

Asserson U.S. provides a tremendous value proposition to clients, given our central Tel-Aviv home where we are not impacted by U.S. rates and pricing pressures.

# INDUSTRIES WE SERVE:



MANUFACTURING



SALES/DISTRIBUTION



TRAVEL/HOSPITALITY



CYBERSECURITY



FINANCIAL SERVICES



TRANSPORTATION



REAL ESTATE  
DEVELOPMENT



HEALTH CARE

## SERVICES

### Dispute Resolution U.S.

Trials and appeals in U.S. state or federal courts; alternative dispute resolution services, including arbitration and mediation; pre-litigation investigations and counselling

### General Counsel Services

A reliable in-house partner providing customised solutions, day-to-day legal support, and resources for small and medium-sized businesses and emerging start-ups.

### Transactions/Agreements

Wide ranging agreements common in U.S. commercial/business relationships

### U.S. Employment

Routine employment counsel and advice, including employment contracts and other wide ranging agreements common in the U.S. employment context.

For more information or an initial (free-of-charge) informal conversation about your potential U.S. legal needs, please get in touch with Michael Abel at either [Michael.Abel@asserson.com](mailto:Michael.Abel@asserson.com); or feel free to schedule an appointment on this link.

We would be delighted to hear from you.



WISHING YOU A שנה טובה AHEAD OF MUCH SUCCESS.

ASSERSON LAW OFFICES

