

Bortstein Legal Group

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## CONTACT

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# Business has changed. So must legal services.

Inside and outside counsel face new demands as they manage dispersed and outsourced operations, leverage complex technology, and meet the need for better-aligned pricing and engagement approaches.

## Bortstein Legal Group is a new law firm for a new marketplace.

We provide market-leading expertise in legal matters surrounding business operations. We know how business transactions should be done, and share our perspectives candidly so clients can more quickly achieve successful resolutions. All the while, we provide clients with unmatched institutional intelligence and unprecedented transparency.

## We help clients optimize business transactions.

<b>For clients who need to:</b>	<b>We bring expertise in:</b>
Build or transform vendor relationships	Handling technology and outsourcing transactions
Complete corporate restructurings	Integrating and rationalizing vendor contracts
Maximize efficiencies in the vendor contracting process	Creating risk-based, self-service vendor contracting processes
Engage specific expertise to complement in-house resources	Interfacing with business teams and in-house counsel

## We're outside counsel with an inside perspective.

We have been on your side of the table, so we know the pressures you face. We understand how you evaluate relative risk, how you make decisions, and how you measure success. We also understand the nuances of internal corporate governance. As a result, we quickly match your stride, offer insights and guidance, and alert you to what might be coming around the bend.

## BLG strengthens and supplements legal teams by:

### **Applying Extraordinary Know-How**

BLG has unmatched depth of expertise, breadth of experience, and singularity of focus. As former in-house buyers and providers of legal services, our team knows how to integrate process improvements effectively with existing business work streams. We also bring a wealth of experience in working out complex technology separations, integrations, crisis events, and transition services.

### **Delivering Measurable Value**

We standardize the routine aspects of business transactions in order to handle them with the greatest efficiency. This lets us spend more time anticipating and resolving extraordinary aspects of a transaction or relationship. We also optimize our own business operations, controlling our total expense to clients and mitigating their concerns about the traditional legal billing model.

### **Handling Transactions**

The sole focus of our firm is to negotiate, implement, and manage contracts related to business operations. Clients turn to us when they face challenging transactions. Our team has handled many unique, one-off, complex transactions involving multi-vendor information technology or business process outsourcing, long-term cost-cutting technology or business process transformation, and optimization projects.

This extensive experience also allows us to execute routine transactions with great efficiency, taking these matters off our clients' minds so that they can focus exclusively on their core businesses.

## Making better decisions. Faster.

Our team has worked through the details of hundreds of business deals. This lets us see patterns and pitfalls quickly, eliminate extraneous factors, and illuminate the clearest path to success. We are clear and decisive. Time is a diminishing commodity. We don't waste it.

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## OUR AREAS OF EXPERTISE

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### **Software & Infrastructure**

Domains & IP  
Cabling  
LAN/WAN/MAN  
Application Development  
Physical & Logical Security  
Maintenance & Support  
Free & Open Source Licensing  
User & Rights Management  
Data Center & Co-Location  
Hardware Purchase & Leasing

### **Data & Digital Content**

Privacy  
Electronic Discovery  
Data Protection & Security  
Content Distribution & Licensing  
Archiving & Data Retention  
Market Data & Data Management  
Data Mining & Analytics  
Non-Disclosure & Confidentiality  
Transborder Data Flow  
Database Administration & Management

### **Corporate Services**

Office Supply  
Travel & Expenses  
Corporate Card  
Freight & Shipping  
Print & Distribution

### **IT Services**

File & Print Services  
Help Desk & Service Desk  
Engineering & Design  
Hosted Applications  
Wireless & Converged Voice  
Desk-side Support & Break/Fix  
Web Development & Design  
Open Source Risk Management  
SAAS, ASP & Cloud Services  
Consulting & Professional Services

### **Global Sourcing (ITO/BPO)**

Data Center  
Application Development & Maintenance  
Telecommunications  
Help Desk  
Human Resources  
Finance & Accounting  
Procurement/Manufacturing  
Call/Contact Centers  
Facilities/Logistics/Warehousing  
Offshoring

### **Corporate Real Estate**

Leasing  
Design & Construction  
Property Management

“Our market intelligence is unparalleled, so we give clients insights that they could not find elsewhere. And if they are making a particularly tough decision for the first time, they can rely on my perspectives because they know I’ve been in their shoes and have faced that decision many times before.”

—Larry Bortstein, Founding Partner

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## ABOUT THE FOUNDER

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A handwritten signature in black ink that reads "Larry Bortstein". The signature is written in a cursive, flowing style.

**Larry Bortstein** is a recognized leader in creating practical solutions for clients’ contractual challenges in the areas of information technology, intellectual property licensing, and other commercial transactions.

Bortstein Legal Group  
Founding Partner, 2008–present

Lehman Brothers  
Global Head of Technology Law, 2005–2008

American Express  
Senior Technology Counsel, 2000–2005

Willkie Farr & Gallagher  
Attorney, 1994–2000

Bortstein Legal Group  
meets today's demand  
for decisive and efficient  
legal services.