



ATTORNEYS AT LAW

A hand holding a black marker is writing the words 'Structure', 'Planning', and 'business' on a white surface. The word 'business' is written in blue ink, while the others are in black. The words are arranged in a curved, overlapping fashion.

Structure
Planning
business

BUSINESS SERVICES

NEW YORK

NEW JERSEY

PENNSYLVANIA

WWW.BECKER.LEGAL

BUSINESS SERVICES

LET US BE A PART OF YOUR BUSINESS MANAGEMENT TEAM

Becker has redefined the client-attorney relationship through its Business Services Group. The Group takes a project management approach to providing bundled legal services to small and medium-sized businesses that know they need legal support, but lack the revenue and volume of legal issues to justify hiring their own in-house general counsel.

Issues do arise, however; and when they do, traditionally, legal work is done on a reactionary basis, usually in crisis mode. Becker's approach anticipates problems before they occur and takes the appropriate steps to avoid them

or minimize their impact. This proactive model delivers a more efficient service product to the small and medium-sized businesses that need them most. As their trusted business advisors, we provide a unique bun -

dle of business services that address many of our clients' day-to-day issues, as well as their long-term plans and future goals.

These services, individually or combined, help our clients easily and cost-effectively

obtain legal advice. Becker serves as an outsourced general legal counsel, operating as a member of the client's management team by rendering strategic advice, handling day-to-day legal needs, and managing extraordinary legal affairs that justify the use of outside legal experts.

The Model Features:

- *Bundled Mission-Critical Services*
- *Single Point-of-Contact*
- *Efficient Project Management*
- *Trusted Business Advisement*

To function as a part of the business management team, we meet with our clients on a regular basis, at no cost, to learn about the current status of their businesses and future plans and prospects. This information is vital to our ability to provide effective and efficient services. Further, to deliver cost effective services and to create some certainty about fees, we manage our clients' matters using a project management model. We strategically plan projects with our clients to set milestones and measure progress both on a project completion and project cost basis.

BUSINESS SERVICES

*Your Business Can Count on Our Attorneys for Services Related,
But Not Limited to:*

BUSINESS ENTITY FORMATION AND GOVERNANCE

We advise both public and private entities, their principals, officers and directors regarding different forms of organization available to limit personal liability.

We counsel our clients regarding: fiduciary responsibility of directors and officers; disclosure issues; financial reporting; management succession and compensation; board composition and structure; conflict of interest and change of control matters; and stockholder rights plans.

CORPORATE FINANCE AND SECURITIES

Successfully accessing capital is a key factor in determining a company's ability to implement short and long-term growth plans. Our corporate finance and securities attorneys have experience that includes:

- Assisting public and private clients in mergers, acquisitions, asset purchase, restructuring, and other transactions
- Guiding business clients during start-up, laying the ground work for attracting capital, including preparing issuers through IPOs and follow-on offerings
- Working hand-in-hand with our clients to develop appropriate disclosure documents and respond to SEC comments to ensure efficient and effective counsel
- Counseling our public clients, post IPO, on reporting requirements, insider trading, corporate governance, internal investigations, and enforcement matters

BUSINESS SERVICES

COMMERCIAL TRANSACTIONS

We take a global approach to commercial transactions to assist our clients in furthering their business objectives. We provide counseling prior to contract negotiation, as well as assistance in the negotiation of contract terms. Our attorneys aid in the drafting of domestic and international marketing and distribution agreements, joint development agreements, and OEM and reseller agreements. We also assist with due diligence investigation, offering support in mergers, acquisitions, and asset sales and purchases.

EMPLOYMENT AND LABOR

We represent management and executives in all aspects of employment law, employment litigation, human resources policy management, and labor law and labor relations.

Our attorneys have significant experience across a wide range of issues, including:

- Employment agreements and restrictive covenants
- Wage and hour compliance, overtime, worker classifications, government audits and related litigation
- Workplace discrimination claims under state and federal law
- Wrongful termination disputes and litigation
- Personnel policy development and training
- NLRB unfair labor practice and representation cases
- Union negotiations, grievances and arbitration
- Severance agreements and claims mediation
- Successorship, joint employer and co-employer issues
- Work visas, H1-Bs, I-9 compliance, and E-verify
- Federal and state court, and agency litigation of employment claims

BUSINESS SERVICES

INTELLECTUAL PROPERTY

We provide comprehensive intellectual property management and strategic planning services, including:

- Licensing
- Trademark prosecuting and branding
- Domain name procurement
- Copyright registration for written, visual, graphic, sound recording, software, and HTML materials
- Invention disclosures
- Intellectual property audits
- Non-competition and consulting
- E-commerce and issues confronting online businesses
- Legal disclaimer drafting for web sites
- End user licenses
- Agreement drafting; joint development; commercialization; collaborative research; domestic and international marketing and distribution; OEM; and Resellers

REAL ESTATE

We advise clients in all aspects of real estate, from conception through closing and beyond. Our industry experience includes retail, commercial, residential, hospitality, and mixed use. Our attorneys' real estate proficiencies include: real estate acquisitions and sales; real estate finance; commercial leasing; construction matters; redevelopment law; environmental; due diligence reviews; real estate investment vehicles and joint ventures; and real estate litigation.

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BUSINESS SERVICES GROUP MEMBERS

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FIRM PROFILE

Becker is a premier mid-market firm serving the New York, New Jersey and Philadelphia corridor. The firm provides litigation, transactional, counseling, and regulatory representation to clients ranging from major multinational corporations to local businesses, families and individuals. Our size and regional footprint allow us to provide sophisticated services in a manner focused not only on results, but also on our clients' return on their legal investment.

We are one of the few firms of our size and caliber that can boast of a minority, female founding partner, Stacey L. Meisel. Our belief in diversity starts at the top and is a cornerstone of the firm's mission statement. The firm takes great pride in the fact that minority and/or women attorneys are found at every level and is committed to hiring from the broadest applicant pool.

The highest quality work product, an investment in technology that allows for a seamless partnership with clients, attention to return on investment (and a rate structure in line with that philosophy), devotion to diversity, professional responsibility, and, above all, a commitment to make our clients' causes our own causes, are the defining qualities that have garnered the respect of the bench and bar, adversaries, and co-counsel. These tenets are our foundation and our future.

*"The firm has earned an AV rating from Martindale-Hubbell, the highest possible rating for legal ability and ethics."**

BUSINESS SERVICES

Disclaimer

The information, materials and services offered herein are for general informational purposes only and do not constitute legal advice. The foregoing is presented without any representation or warranty whatsoever, including as to the accuracy or completeness of the information. Examples of cases previously handled by this firm are for informational purposes only. Prior success in such cases does not guarantee similar results in future cases. No one should, or is entitled to, rely in any manner on any of the information contained herein. Parties seeking advice on a particular matter should consult with legal counsel familiar with their particular circumstances.

No aspect of this advertisement has been approved by the Supreme Court of New Jersey.

*Martindale-Hubbell is the facilitator of a peer review rating process. Ratings reflect the anonymous opinions of members of the Bar and the Judiciary. Martindale-Hubbell Peer Review Ratings fall into two categories—legal ability and general ethical standards.



With offices in New York, New Jersey and Pennsylvania, Becker is strategically located at the heart of the metro area with easy access to all cities in the Northeast corridor...

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