





# WE'VE CHANGED THE MODEL.



## Outside General Counsel Model

**OUR MISSION:** To help our middle-market clients significantly reduce their legal budget and increase revenue without compromising quality or responsiveness. Here's how:

-  **Cost Reduction.** We help reduce the total cost of legal services across the entire organization by creating repeatable processes for use within the organization and by the firm.
-  **Revenue Production.** We contribute to the sales and revenue-producing aspects of our clients' organizations by assisting our clients in developing go-to-market business terms, revenue models, and intellectual property strategies.
-  **Risk Reduction.** We offer risk exposure analyses and recommend strategies to help reduce the overall cost of risk. We'll also bring on a third-party risk analyst or insurance expert when needed.
-  **Responsiveness.** We provide highly responsive, on-demand access to our clients, as if we were down the hall.



Lauletta Birnbaum  
ATTORNEYS AT LAW

## WHAT OUR CLIENTS ARE SAYING ABOUT THE MODEL



"Every company needs to have access to competent legal advice and counsel. With Lauletta Birnbaum, we have an attorney that understands our business, our plans and goals, which is important to successfully operate in a fast-paced, high-tech environment operating on international business with many moving parts like ours"

Joel Myers | Founder & President, AccuWeather



"In addition to top-notch lawyers and the responsiveness necessary to keep pace with the speed at which our business operates, with Lauletta Birnbaum, our legal budget remains under control."

Larry Berran | COO, iPipeline



## OTHER REFERENCABLE CLIENTS



## ABOUT LAULETTA BIRNBAUM

Our lawyers are from the nation's most prestigious law firms. Our fee structure isn't. We deliver the expertise and results of a large firm, but with the high-level engagement and value consciousness of a smaller boutique. Our lawyers bring entrepreneurial energy, real-world business experience, and legal savvy to our clients. We represent both private and public companies in various industries, including many in the complex fields of software, data, and high technology.

### Offices in Philadelphia, Pennsylvania and Sewell, New Jersey.

Corporate | Mergers & Acquisitions | Real Estate | Zoning & Land Use  
Employment & HR | Commercial Litigation | Venture Capital & Emerging Growth  
Data Privacy & Cybersecurity | Technology, Software, Licensing & Distribution, Internet & Ecommerce  
Patents, Trademarks, Copyrights & Intellectual Property Infringement

