

RIMÖN

LAW FIRM EVOLVED



# (About Rimon)

Rimon has sculpted a new model for the efficient delivery of legal services built on meeting client demands. We are not burdened with extravagant expenses for real estate or saddled with adherence to outmoded business methods of the law firms of the prior century. We have created the law firm uniquely suited to current client needs and demands. The result is a highly efficient law firm comprised of experienced, efficient, and knowledgeable attorneys, innovative and fair pricing models, excellent technology, and client-oriented service.

## Our Business Model is Focused on Our Attorneys & Our Clients

Our attorneys are compensated based on objective metrics and not on firm politics, allowing them to focus on our clients and efficiently serving their needs. The efficient centralized management of Rimon further permits members of the Rimon team to maintain focus on our clients without being sidetracked by administrative duties.

Members of the Rimon team are never subject to minimum hourly billing requirements or any other metric that would serve to artificially inflate billing.

Rimon employs an optimal combination of both virtual and physical office space, together with secure cloud technology. This provides our lawyers and clients with ultimate access and flexibility.

## We Use Cutting-Edge Technology

Rimon's advanced technology allows our partners to efficiently and personally represent clients globally and to keep abreast of legal matters in real-time. Both our attorneys and our clients can access matters from anywhere in the world 24 hours a day and attorneys are available to their clients via phone, e-mail, instant-messaging, video and of course, in person.



# (Attorneys)

Our Attorneys Are Experienced & Accomplished Practitioners

Rimon is a full-service corporate law firm with attorneys located throughout the United States and Israel. Members of the Rimon team are accomplished practitioners who trained at major law firms and international corporations and were educated at top-flight academic institutions. They bring to Rimon's clients a wide range of legal specialties and business experience. Lawyers join Rimon because they can better serve clients within Rimon's unique structure.

# (Practice Areas)

Rimon specializes in a wide and expanding array of practice areas, including:

## **Corporate**

*Mergers & Acquisitions, Telecom, Startups & Emerging Companies, Joint Ventures*

## **Investment Funds and Derivatives**

*Fund Formation (Private Equity, Hedge Funds & Venture Capital), Derivatives Trading Agreements*

## **Employment**

*Executive Compensation, Compliance & Training, Disputes, Incentive Compensation*

## **Litigation**

*Commercial litigation, IP litigation, Employment disputes*

## **Real Estate**

## **Tax**

*Domestic and International Tax Matters, Tax Structuring,*

## **Healthcare**

*Accountable Care Organizations, Medicare Reimbursement, Entity Formation, Disputes*

## **Intellectual Property**

*Patents, Trademarks, Copyrights, Licensing, IP Disputes, Valuation*



# (Financial Advantages)

Rimon's partners are outstanding professionals and are accorded a high degree of freedom and flexibility in operating their practices.

Since we believe our lawyers know their clients and market best, every Rimon partner decides his or her own billing rates. The firm's management imposes no requirements with regard to billing rates. Management is available to consult with attorneys about value billing and alternative fee arrangements (areas in which we are industry leaders), but decisions regarding pricing ultimately rest with our partners. Moreover, none of our lawyers are subject to minimum billing requirements. With this flexible approach to billing, attorneys are better able to maximize their revenue from their unique target markets, and fix their own schedules.

Partners at Rimon retain the vast majority of revenues they originate from their own clients, and receive additional compensation for work they refer to other attorneys or perform for others' clients. We employ a straightforward compensation structure which generally results in instantly higher compensation for our partners.

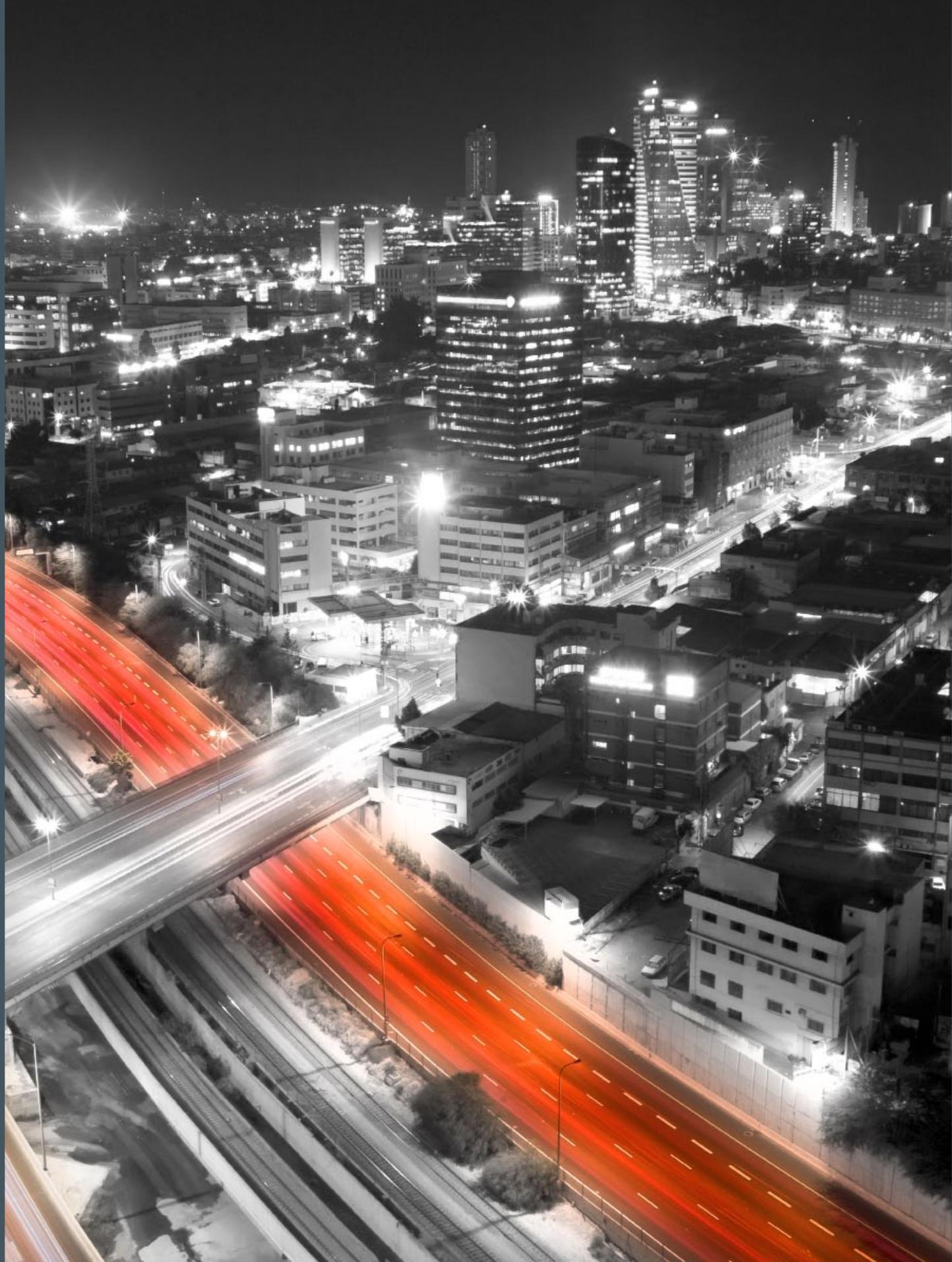
Generally, three simple calculations go into our partners' compensation:

- 1** For matters they originate, our partners retain a substantially higher percentage than partners at traditional law firms.
- 2** Each partner has an "internal rate" which he or she charges for working on other partners' clients, creating a robust internal cross-marketing program. Attorneys working on their partners' matters retain 100% of this rate. For instance, Jane, a tax lawyer, needs employment law assistance for her client, Acme. David is an employment lawyer whose internal rate is \$200 per hour. Jane bills David to Acme at \$500 per hour (the "external rate"). If David works 10 hours for Acme, he will receive \$2,000 ( $10\text{hr} \times \$200/\text{hr}$ ).
- 3** Finally, partners also earn money when other attorneys work for their clients. In the example above, David was paid \$2,000 and the client was billed \$5,000. The originating attorney receives 50% of the difference between the internal rate and the external rate. So Jane would receive \$1,500 for the work that David did on behalf of her client, Acme.

Our partners have stated that this logical approach creates greater certainty and creates the right incentives.

*Significantly, all fee receipts are first deposited in Rimon's trust account where they are held until earned and distributed to our partners. These remittances are not subject to the vicissitudes of the firm's general profitability.*





## ( Rimon's Concierge Service )

Partners at Rimon are assigned a concierge when they join the firm. The concierge is a one-stop resource for any support that partner needs. With a simple call, instant message, or e-mail, attorneys can contact their concierge, who then seamlessly utilizes the firm's internal and outside resources to provide:

- 24 hour administrative support;
- Full accounting services including billing and collection;
- Paralegal support
- Highly scalable contract lawyer support
- Tech support
- Marketing support
- PR support
- Firm-branded materials (stationery, business cards) and graphic design work;
- Work-spaces available in our major operating centers as well as hoteling options for temporary Class A office space in every major city in the United States; and
- Other resources necessary to provide excellent client service.

## ( Synergies and Resources )

In addition to these resources, Rimon partners enjoy the following professional advantages:

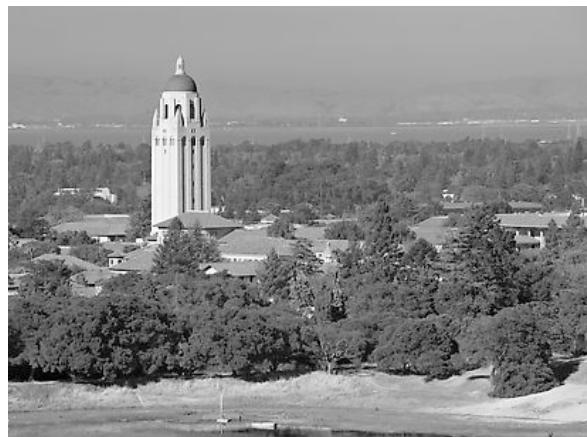
- A growing brand name that continues to attract media coverage and gain recognition domestically and internationally;
- Established relationships with other professional services firms, banks, venture capital firms, etc.;
- Expertise and camaraderie of other partners, ensuring proper coverage for your clients and allowing you to earn income on matters you otherwise could not serve;
- Synergies with your existing practice as a result of working with lawyers in other practice areas and industries;
- State-of-the-art software applications for all aspects of your legal practice;
- Active and pro-active marketing, cross-marketing and PR support; and
- Monthly firm-wide meetings and voluntary group meetings to increase collegiality, cross-selling, and community.

# (Lifestyle)

Partners at Rimon are professionals who stay focused on their clients while balancing their personal, family, and community lives. Our platform is all about flexibility, and is designed to reduce conflicts between important parts of our attorneys' lives. Our lack of firm hierarchy frees us from bureaucratic policies and firm politics, allowing our attorneys to focus on what is important. Rimon is there to serve its lawyers, not the other way around.

At Rimon, you can:

- **Have ultimate control over your professional practice:** Attorneys at Rimon set their own rates and hours, and can choose which clients they represent.
- **Work from anywhere:** Our lawyers can work from a variety of locations, including our office, their home, on-site at a client, or anywhere else they choose. Rimon provides its attorneys the flexibility and the tools to work in the manner that's most efficient for them.
- **Expand your reach:** Rimon attorneys can provide their clients with comprehensive service and also earn revenue from practice areas outside their core area of expertise.
- **Have a balanced law practice:** Our attorneys enjoy the freedom and flexibility characteristic of a solo practice, with the resource, coverage, and prestige of a major law firm.



# (Our Offices)



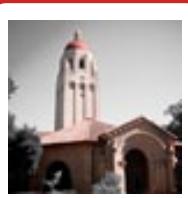
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