

## CLASS ACTION LITIGATION

From the moment that class action litigation became standard practice in Israel, M. Firon & Co. was already there, at the forefront of the field. Today, M. Firon & Co. is Israel's most senior and most-well known class action law firm and is always ranked at the top by leading rankings guides due to its proven success in representing and protecting Israel's largest companies from large-scale class action lawsuits. All partners in this department received personal ranking in the local and international rating guides, and are recognized as leaders in their field.

As far as class actions are concerned, M. Firon & Co. is most probably the first firm to turn to, The Firm handles the largest number of class actions in Israel, representing more than 100 new actions a year, with a proven success rate compared to all other local law firms.

As one of the firm's that have shaped the field, the department's partners hold senior positions at the Israel Bar Association including Chairperson of Israel Bar's Class Actions Committee as well as serving as lecturers in various class action forums. The firm's lawyers have left their mark in legislative procedures in the field and therefore and due to their extensive experience, they are frequently asked to serve as mediators – both on behalf of the court and on behalf of the parties involved.

During the years that the firm has been engaged in this sector, the firm has gained invaluable experience and has developed a deep familiarity with all class action types and issues counseling on countless lawsuits for an aggregate value of billions of shekels.

The firm's successes encompass all industry sectors, serving companies and service providers from the full spectrum of the Israeli economy and providing them with a full range of services for a complete protection including representation in courts, corporate and office holders' advisory on matters relating to Consumer Protection and Restricted Trade Practices as well as handling financial sanctions imposed by the Consumer Protection Authority and the Ministry of Economy.

In addition, the firm has special expertise in handling class actions in the insurance field, in a variety of branches: health care, elementary nursing and life insurance.

As far as class actions are concerned, M. Firon & Co has proved track record of delivering outstanding results in the field and has partners who are among the top of the field; these factors result in the firm being Israel's elite firm for class action work.

### COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Insurance;
- Preventative advice and ongoing updates;
- Litigation and representation in class action suits;
- Formation of work plans;
- Prelitigation reviews;
- Support for installation and application procedures for accessibility plans;
- Training for employees and managers;
- Formulation of opinions and recommendations;
- Adapting internal policies;
- Training and support for communications and working with the Commission for Equal Rights of Persons with Disabilities;
- Support for internal legal advisors, accessibility coordinators, and professional staff.

*"The Firon team is one of the best in the country in terms of depth, professionalism, international experience and business orientation"*

The Legal 500



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