

COMMERCIAL LAW

Firon Law Firm is one of Israel's leading, longest-established, and most respected law firms in all aspects of commercial law. The firm has more than 70 years of experience in supporting Israeli and international companies and has been privileged to support and taking part in shaping the Israeli commercial law landscape and support national-scale projects and transactions. This unique experience has endowed the firm's lawyers with the ability and the confidence to support all types of corporate and commercial initiatives, as economically and legally complex as they may be.

In addition to supporting thousands of clients over the years including the most prominent companies in the Israeli economy, and large-scale commercial projects, our firm takes great pride in the personal and thorough attention that each and every client receives. This support includes the responsible Partner who is in direct contact with clients and is familiar with their business, market, and needs. Support starts with getting acquainted with the client and includes precise strategic analysis of the client's traits and needs, followed by personally customizing legal services for each individual client. These have been the well-known, outstanding trademarks of the firm over the years, and are the key to its success.

The firm handles the entire range of commercial law sectors and represents clients and businesspeople from all fields and industries. The firm has extensive expertise and experience in a wide range of areas including technology, traditional industries, consumer matters, hotels, telecommunications, insurance, media, health, and more. The firm is renowned for its leadership capabilities in high-tech and has outstanding experience in setting up and supporting venture capital funds and investment funds as well as startups from their establishment through to their exit.

The Commercial Department's lawyers possess a unique combination of practical expertise, legal skill, and diverse experience. This combination is expressed in the quality of the legal team comprised of both veteran and young lawyers, academic legal experts and practical attorneys, lawyers who have worked in leading international firms, and those who were raised and developed in the domestic Israeli legal scene.

The firm loyally supports clients from across the commercial spectrum including private businesspeople, leading public companies traded in Israel and abroad, as well as many of the main and most influential government, municipal, and public agencies in Israel. The firm has major international experience, which allows it to support its clients in their routine commercial activities around the world, including through its four branches in Europe.

"Top professionals, target-focused, 24/7 availability"

THE LEGAL500

FIRON



70 YEARS OF EXCELLENCE

Firon Law Firm is one of the largest and most respected law firms in Israel. For over 70 years, the firm has been at the top of Israel's legal profession and was one of the first Israeli firms to operate beyond the country's borders and become a truly international firm.



COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Routine commercial support;
- Mergers and acquisitions;
- Capital market and securities;
- High-tech and startups; Internet, gaming and e-commerce;
- Distribution, trade and franchises;
- Intellectual property;
- Competition and antitrust;
- Blockchain and cryptocurrencies;
- Investment funds and venture capital funds;
- Pharmaceuticals, biotechnology and medicine;
- Protection of privacy.

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