

Corporate Profile

**“GROUND
YOUR RIGHTS
ON RIGHT
GROUNDS”[®]**



SADER & ASSOCIATES
ADVOCATES & LEGAL CONSULTANTS

www.saderlaw.com



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PROFILE

Overview



SADER & Associates is a Lebanon-based law firm, founded in 2003, with a progressive outlook on the region's legal significance. In a globalized age of interlocking, complex business structures and collaborations, our aim is to simplify and protect the interests of our clients, chiefly made up of multinational corporations who seek to do business in the Levant.

The Firm was established with the discovery of an open niche in intellectual property, a non-tapped practice area at the time. The age of technology and easy communication being fraught with dangers to trademark and copyright owners necessitated the protection of intellectual property, which is now considered among companies' primary assets.

Since then, the Firm has expanded its practice areas to information technology, entertainment, distributorship, agency, real estate, corporate, environmental, commercial, litigation, international law and others. Working with a united vision, the Firm has achieved a 99% success rate, thanks to its attorneys' analytical skills and team's fast response.

The Firm's multilingual attorneys handle a roster of multidisciplinary cases for high profile clients in the pharmaceutical, cosmetics, technology, FMCG, F&B, High-fashion sectors, and creative industries among others. In keeping with the 150-year-old SADER Group legal legacy, the Firm believes in delivering diagnostic precision, prompt action and transparency, relying on its dedication to the rule of law in representing its clients.

MISSION

To secure and defend our clients' rights and interests by leveraging the firm's specialized expertise in intellectual property, business and litigation services.

VISION

GROUND YOUR RIGHTS ON RIGHT GROUNDS

To innovate, lead and accomplish in law where no others have ventured before.



FIRM VALUES



Human Capital

Our primary asset is our Human Capital. The people at SA are its essence, working in unison to achieve a common objective; of protecting and upholding its client's rights, while bringing each their own unique background and experiences towards that purpose.

Integrity

Our paramount commitment is to the application of the rule of law. Our Firm, though highly successful, is not litigious nor is it financially driven; it is mainly centered on the successful outcome of our clients' cases.

Innovation

One of our most important values is the ability to apply a progressive legal approach and new means of assisting our clients in protecting their business interests. Using the advanced research resources, we endeavor to stay ahead of the curve in protecting and caring for our clients and always generating creative strategies.

Efficiency

We provide a rapid and precise response to our clients, thanks to our organized, team-based approach. We work in harmony yet with a clear division of individual functions and responsibilities, a structured reporting and accountability system to minimize the chances of overlaps or inefficiency. The firm's quality assurance system is designed as a tool for transparent and result-oriented service to our clients.

GOOD GOVERNANCE

The Firm's corporate governance ensures best ethical practices through the values held by the partners and associates. The safeguards we have put in place serve our work, our clients, our profession and the greater good; We work with confidentiality to protect our clients rights providing them with high-quality services, high team performance and transparency, while preventing conflicts of interest and assuring an excellent professional conduct.

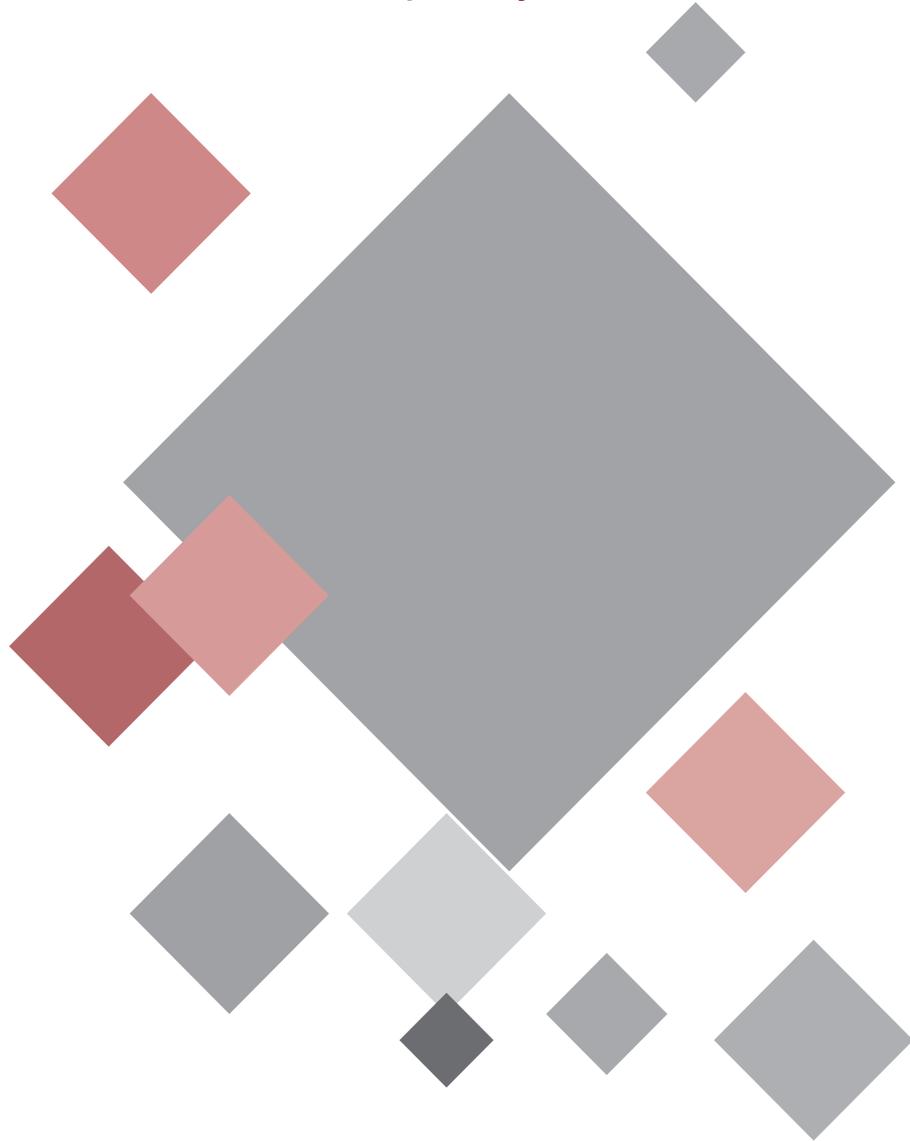
SOCIAL RESPONSIBILITY

The firm's good governance also extends to our responsibility to the environment in which we live, not only in obeying the laws of our nation and profession, but also the laws of nature, by respecting the earth and protecting it against further damage. We strive for a paperless policy in our work and try to reduce our carbon footprint as much as possible.

At another level, SADER & Associates is a proud member of the community, providing a personal and financial commitment to orphaned children, donating scholarships to universities and fundraising events; as well as supporting numerous non-profit/non-governmental organizations through contributions.

PRACTICE AREAS

Intellectual Property



Our team of lawyers has a particular strength in the area of Intellectual Property law. Our experience and expertise in the field, combined with our team's deep understanding of the pressures related to the rights of intellectual property, allows us to effectively support our clients. Our contentious experience in the field of Intellectual Property, and technical expertise, enable us to advise on the protection and enforcement of IP rights across a range of industries, including but not limited to, pharmaceutical products, domestic products, business methods and software.

We advise on patents, brands, trademarks, copyright and related rights, industrial designs, trade secrets, and competition. Furthermore, we advise on various multilateral agreements such as those of WIPO and WTO. Our team of professionals has a firm grasp of the commercial imperatives that emphasize disputes, and work alongside our clients to protect their interests and investments. We represent our clients in their most testing IP related matters protecting their rights from infringement, counterfeiting, unfair competition and misappropriation.

SADER & Associates is driven to provide advice and support on all IP matters and related issues such as distribution, registration, negotiation, agreement and license drafting, among other services, while working with integrity, expertise and dedication. Our clients are not limited to a single industry, and our wide knowledge of the scope of intellectual property enables us to successfully aid our clients, facilitating solutions where others could not both on a domestic and international level.

Information Technology and Telecommunications

We advise users and creators on legal issues relating to Information Technology. The international scope of the sector requires a team of professionals with a detailed appreciation for the nature of the industry, combined with a keen sense of legal expertise, and this is what SADER offers our clients. We aid our clients across a wide range of systems, database and telecom technologies, online services, internet transactions, domain name disputes, new internet related technology, wireless, and satellite communications, as well as the import and export of IT related products. Our team understands the challenges faced within the industry and has successfully advised on issues such as software licensing, hosting and support services, systems development and integration, as well as application development. We work in line with the aims of our clients offering them negotiation, litigation and strategic legal management services.

SADER & Associate's expert IT department represents and assists SADER Group, the firm's parent company, in the drafting of agreements and in leading negotiations, both locally and internationally, to both private and public entities. Additionally, the firm aids in the support of computer fraud actions, and contribute IT related endeavors, such as the building and design of websites, software and legal publishing for a range of industries including international organizations and private businesses.

Litigation

SADER & Associates international litigation and dispute resolution team provides our clients with advice and support in international and local arbitration, litigation and other forms of alternative dispute resolution methods. Our team of experts takes an approach, which emphasizes an understanding of client's problems, and a wide range of experience across every segment of the corporate and financial world, with specific strength in intellectual property related matters. SADER specializes in managing complex legal motions, and works in close parallel with its diverse practice areas to deliver unique initiatives and techniques to support and advise its clients.

Corporate and Commercial Practice

SADER & Associates has reached the pinnacle of expertise in aiding corporate ventures. Providing legal services promoting corporate entities' access to capital markets and assists in expansion. Our vision is aligned with the interests of our clients, and the expertise we provide is grounded in the vast industry and sector knowledge possessed by our advocates. SADER focuses on supporting and advising on the transfers of businesses, mergers and acquisitions, joint ventures, strategic alliances and market entry. Our expertise within both the Middle East, and internationally, permits our team to maintain a strong presence in the corporate industry and sustains our reputable reputation in the legal arena.

Entertainment and Media Law

Convergence and internationalization has significantly complicated legal issues in the media and entertainment industry. The cross-border integration and spread of media and its streams has presented new challenges for businesses in the sector. We specialize in IP, financing, technology, tax and corporate, and our clients range from artists, publishers, producers, broadcasters, financiers, to distributors. SADER & Associates recognizes and understands the ever-changing nature of today's media culture, and remains one of the few law firms with the experience to support clients involved in the media and entertainment industry. It is our aim to provide the epitome of clarity and knowledge surrounding the legal approach to the world of media. We provide expertise in counseling for the setting up and management of corporate entertainment entities, along with the drafting and enforcement of agreements, as well as protecting the intellectual property rights, which are attached to the industry. Our entertainment and media practice provide expertise in the areas of defamation, crisis management, data protection, privacy and all forms of intellectual property. Our expert team provides our clients with the support and legal excellence necessary in such a diverse and growing industry.

Business Compliance and Government Affairs

There is no doubt that current day global markets present valuable opportunities, however, the international reach of business presents compliance

challenges for most companies. SADER's multijurisdictional approach and understanding of corporate industries proves essential in guarantying business compliance on an international plain. Clients in these ever-changing markets require a law firm with cross-border persuasion to ensure that any investigations or problems are undertaken and tackled in a timely and efficient manner, to guarantee the protection of their businesses.

SADER maintains its influence within the region, with offices across the Middle East and international partners, and ensures the utilization of its superlative resources to make certain that all of its clients' commercial interests are protected, wherever they decide to establish business.

SADER's team of highly experienced and specialized lawyers provide services of the highest echelon, working closely with team members in all jurisdictions to ensure the success, protection and finest legal standing of our clients, both regionally and on an international level. We ensure that our team will address all aspects concerning business compliance, including but not limited to, the establishment of corporate compliance programs, compliance risks, mitigation of issues, as well as providing clients with a clear picture of what is required from them regarding corporate compliance within their industry.

Our cross-jurisdictional persuasion, deep understanding of corporate requirements and superior command of legal instruments and channels, guarantees that any business will be able to adjust and adhere to industry-specific governmental regulations, and therefore successfully comply with business standards and requisites, both within the Middle East and internationally.

Real Estate and Construction

We provide clients with superior legal advice regarding the acquisition, disposal, financing, managing, developing leasing constructing and selling of real estate in Lebanon. Our lawyers are renowned for their experience in the industry, and have demonstrated abilities to handle complex transactions within a rocky and changing market. We understand the difficult decisions related to the sector, and support our clients with legal expertise and dedication in all areas of this industry, aiding realtors, insurance, private homeowners, investors and contractors. Our experience spans all types of interests related to real estate from acquisitions and disposals involved with property portfolios, mortgage foreclosures, condominium related issues, and leasing, to discrete purchases and sales. Our team has successfully advised on construction contracts regarding major infrastructure, power and energy projects to inner city development and private construction. We pride ourselves on innovative thinking coupled with a respect for the environment, to ensure our clients effectively mitigate the risks and costs involved in the sector, and enhance their returns on transactions.

Family Law

Our Family Law practice advises our clients on all legal aspects of family law. We have an infallible understanding of the sensitivity of the nature of disputes in this arena, and maintain strong support for our clients in advising on litigation in this area. SADER advises on all matters related to this field of law, including, but not limited to, prenuptial agreements, rights and obligations, dissolution of marriage contracts, the legal status of illegitimate or adopted children, trusts and estates, and wills. Our team of professionals has a wide range of experience with regards to aspects of family law, and work with integrity and dedication within the Middle East to respectively resolve disputes in such areas.



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