FIRON

M. FIRON & CO. ADVOCATES

INTERNET, GAMING AND E-COMMERCE

The Internet is developing at a dynamic pace and in tandem with legal principles and legislation that govern it. M. Firon & Co. was among the first to identify the challenges of the sector since its inception and has since developed a leading and an internationally recognized practice in the Internet, Gaming and E-commerce fields. During the years in which the firm has accompanied the development and growth of this sector, the firm has gained invaluable experience and has developed a deep familiarity with this eco-system. Today, the firm is one of the leading firms in this sector, in general, and in the fields of Gaming and E-commerce, in particular.

In the Gaming field, the firm's experience emanates from its on-going representation of some of the most well-known online businesses (both B2B and B2C), software and gaming developers and providers for regulated online gambling sites, and operating platforms providers for casual gaming, as well as from its extensive experience advising or dealing with digital marketing companies (such as affiliate marketing), payment processing companies, etc.

In the E-commerce world, our firm supports well-known and leading retail companies that are digitally selling and marketing a range of products and services. Legal support covers the entire advertising, marketing and sales process conducted over the Internet and in designated apps. The legal package includes, inter alia, designing the websites' terms of service (T&C's) and privacy policies, as well as dealing with various consumer and fair-trade matters, cross-border privacy concerns, app development contracts, agreements with credit and processing firms, etc.

The firm provides its Internet, Gaming and E-commerce clients with a complete suite of services covering all their legal needs, including on-going commercial advice, contracts with international content providers, game development studios, and advising on various licensing and software development arrangements , including branding deals. In addition, the firm is heavily engaged in the investment and M&A activity of companies operating in this sector. The firm is a member of global law firms' networks and has decades of experience collaborating with leading foreign law firms, in a manner that allows our clients to benefit from leading local legal practitioners' advice in practically any location they operate across the globe.

This advantage also allows the provisioning of comprehensive and precise advice in all regulatory and licensing aspects routinely faced by our clients in various jurisdictions.

The firm's clients also benefit from the firm's partners' strong business acumen and deep involvement in clients' strategic planning endeavors, as well as from the leadership and guidance of a highly specialized partner in each and every case, as required for the particular engagment or service.

COMPREHENSIVE AND FULL SERVICE INCLUDES:

- On-going commercial advice;
- Contracts with international content providers;
- Joint ventures;
- Branding deals ;
- Licensing and software development arrangements;
- Overseas regulatory advice;
- Investment and M&A work;
- Support in founding, running, and selling game development studios (Real Money and Casual Gaming) and otherwise advising tech startups operating in these fields;
- Designing apps' and websites' terms of service and privacy policies;
- Designing rules for compliance with regulatory demands and various consumer and fair trade laws;
- Agreements with credit and clearing firms.

BUILT ON TRADITION.

DRIVEN BY INNOVATION.

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

THE LEGAL 500

Adgar 360 Tower, 2 Hashlosha St., Tel Aviv 6706054, Israel | Tel. +972 3 7540000 | Fax. +972 3 7540011 | www.firon.co.il