FIRON

M. FIRON & CO. ADVOCATES

CLASS ACTIONS LITIGATION

From the moment that class action litigation became a 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.

As far as class actions are concerned, M. Firon & Co. is most probably the first firm to turn to, handling more than 100 new class action cases each year, with a team that is deeply familiar with the intricacies of the field and with proven success far greater than any other firm in Israel.

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.

As far as class actions are concerned, M. Firon & Co has proved track record of delivering outstand 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 companies;
- Securities;
- Suits Under the Restricted Trade Practices Law;
- Communications and Media;
- Energy;
- Hotels;
- Consumer Affairs;
- Health;
- Pharmaceuticals;
- Environment.

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