FIRON

M. FIRON & CO. ADVOCATES

COMMERCE, DISTRIBUTION AND FRANCHISING

As one of Israel's first law firms to operate beyond the country's borders, M. Firon & Co. has gained rich experience in all the legal and regulatory aspects of international commerce, as well as experience in legal support and representation of import and export companies. The firm's experience ranges from small ventures to multinational companies and major corporations, including manufacturers, suppliers, and companies marketing the world's best-known and biggest-selling brands.

The firm's clientele comprises leading importers and distribution companies across all sectors, including consumer products, food, fashion, chemicals, pharmaceuticals, consumer goods, and the various logistical services. The firm also represents exporters to countries worldwide.

As a leading law firm, M. Firon & Co. provides a broad view and experienced response to all the commercial needs of its clients in the fields of distribution, commerce, and franchising. The firm provides comprehensive legal support in all stages of involvement, including consultancy for routine issues such as commercial agreements, intellectual property, competition and antitrust matters, distribution agreements, franchise agreements, agency agreements, commercial cooperation agreements, joint ventures, financial agreements, discount agreements, and more.

The department's partners and associates have earned an outstanding reputation for their comprehensive experience in acting for clients on both sides of deals—manufacturers and suppliers on the one hand and agencies and distributors on the other—with a deep practical grasp of all aspects of the transaction. The thorough work of the department's team is evident in their understanding of the unique issues and needs of each client in accordance with the client's field (both in Israel and abroad), such as handling product standards, import regulations, marketing, and distribution of products in Israel, and so on.

The department's clients benefit from the close personal attention of one of the experienced partners, who will offer a comprehensive strategic perspective on all the client's needs, including support in parliamentary legislation proceedings and broad legal assistance from the Litigation department.

COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Strategic planning, advice, and routine representation;
- Distribution agreements;
- Franchise agreements;
- Agency agreements;
- Commercial cooperation agreements;
- Financing agreements;
- Joint ventures;
- Discount agreements;
- Commercial agreements;
- Intellectual property and trademarks;
- Competition and antitrust matters.

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

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