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Legal Advantage Sponsors American Corporate Counsel's Value Challenge Presentation at the Legal Marketing Association in Washington DC

Thursday, September 11, 2008

Bethesda, MD- Legal Advantage, LLC, a leading provider of intellectual property and litigation support services, today announced that it is sponsoring the American Corporate Counsel's (ACC) Value Challenge presentation today at the Legal Marketing Association's (LMA) month breakfast meeting at the Grand Hyatt Hotel in Washington DC. Susan Hackett, ACC's General Counsel and Senior Vice President will lead and moderate this exclusive preview.

The ACC Value challenge is an initiative by the leadership of ACC and AmLaw 250 firms to focus on providing more value and satisfaction while minimizing time spent on RFPs, managing the bill for hours already incurred that no one's happy about. Hackett will announce the key finding from her four recently held regional Value Challenge sessions with top corporate and law firm leaders.

During the session, Hackett will lead a dialog between law firm market and Managing Partners to discuss how they would design a client entity that works better to move forward toward "value-driven" services, and then how to fulfill that prophesy by establishing practices that clients will flock to.

"We welcome this discussion as this is a test that many of our corporate and law firms clients face today" said Naseer Hashim, Esq. and Founder of Legal Advantage. "As a general counsel at various entities and also as an associate at Skadden, I completely appreciate the issues that are faced by both sides."

"Our services today are designed and delivered with value in mind. I think this discussion will encourage interactive dialogue between inventors, intellectual property attorneys and which we believe is the key to delivering value," said Mirza Baig, CEO of Legal Advantage. "We are firm believers and implementers of six sigma methodologies in our own process."

"We are also active in harnessing our own internal knowledge through processes and knowledge management. This combined with our focused approach on outcomes allows us to deliver the value that litigators and IP attorneys are seeking." Baig continued.

"We look forward to participating in this discussion and we are planning on sharing our processes and methodologies with rest of the legal community in the coming weeks," said Ashar Akhtar, Managing Attorney of Legal Advantage.



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ABOUT LEGAL ADVANTAGE: Legal Advantage's mission is "To help Inventors the World Over Protect Their Ideas and Realize Their Dreams." For nine years Legal Advantage has assisted intellectual property attorneys, patent agents, and individual inventors in fulfilling this mission. Legal Advantage is a leader in Prior Art Searches (patentability, freedom to operate (FTO), clearance, validity, invalidity, infringement and landscape analysis), Patent Illustration (Patent Drawing) and Design Services, technical translations (Arabic, Chinese, French, German, Italian, Korean, Japanese, Portuguese, Spanish, Swedish, Turkish and over 20 other languages), patent trial graphics, and research. The real benefits derived from these services include reduced costs, faster project completion, and a higher quality end-product deliverable.

Founded by seasoned intellectual property attorneys and litigators, Legal Advantage combines unparalleled dependability, accuracy, and client service - resulting in a stellar client retention rate that is among the highest in the industry.

Legal Advantage is headquartered in the Washington DC suburb of Bethesda, MD and has offices in Boston, Chicago, Los Angeles, New York, San Francisco, Hyderabad, Ottawa, and Toronto.

For more information visit us on the web at www.legaladvantage.net.