

Dynamic Law Firm, Spring Law, Unveils Innovative Business Model

Spring Law – www.springlaw.co.uk

Spring Law is a dynamic, full service, innovative business and private client law firm based in Central London.

Established in 2001, Spring Law is dedicated to supporting PLCs and private businesses with a strong reputation in the IT, Media, Construction and Sport sectors. With a team that comprises of some of the most experienced and talented lawyers in the UK, Spring Law have established a reputation for delivering tangible results and real value-for-money: a realistic alternative to the traditional, high-fee city law firm.

With an entrepreneurial and progressive culture, every one of the Spring Law team plays a part in building their future – and ensuring that satisfied, loyal clients are at the centre of that future.



What Practice areas does Spring Law specialise in?

Spring Law's practice areas include:

- Commercial
- Corporate
- Employment
- Insolvency
- Intellectual property
- Litigation and arbitration
- Private client
- Property



What services does Spring Law Offer?

Spring Law's services include:

- Commercial contracts
- Terms and conditions of business
- Sale and purchase agreements
- Distribution and agency
- Licensing and franchising
- Joint ventures
- Outsourcing
- Partnering arrangements
- Intellectual property
- Technology / Information technology
- Data protection / Freedom of information
- Risk management
- Contractual liability
- Guarantees
- Credit and hire
- Equipment leasing
- Product liability, safety and labelling
- Trade descriptions and trading standards
- Unfair contract terms



Who uses Spring Law?

Spring Law provides legal advice and negotiation to a wide range of clients, including:

- Axon Group plc
- News International
- UBS
- Zurich
- TAG Heuer
- Zenith
- L'Oreal
- Bremont
- Ian Poulter Design



What does Spring Law offer to its clients?

Spring Law provides a first-class legal service – but with a strong emphasis on value for money and return on investment. Clients benefit from a dedicated team of experienced legal professionals, whose sole duty it is to provide the very best service possible. And with no monthly targets or competitive billing, Spring Law's team are able to focus on delivering great work at a fee that works for the client.



What is the Spring Law consultancy model?

Spring Law operates a flat management structure, with no hierarchies or hidden politics. This structure enables the team to share experiences and knowledge, meaning that every one of Spring Law's clients benefits from an incredible breadth of experience and knowledge. Spring Law's no-nonsense, value-for-money approach to business has resulted in many of their clients opting to use Spring Law as their in-house legal advisers, seconding their own lawyers for a several days per week, and agreeing retainers ranging from 6 – 12 months. Not only does this enable greater understanding between the client and the Spring Law team, it enables even greater return on investment, as an increasingly deep understanding of the clients' business enables increasingly cost-effective working.



How does this challenge the traditional law firm model?

Traditional law firms are extremely hierarchical, and often work to a recipe-card of services. What's more, many city law firms operate competitive hourly rates and high billing targets. Unfortunately, this doesn't allow for much flexibility – and it certainly doesn't allow much opportunity for lawyers to really get to know their client inside-out.

But Spring Law recognise that these hierarchies and targets are barriers to working effectively and providing a good, value-for-money service. By removing these barriers, the team are able to take time getting to know each client, thoroughly understand their business, and deliver the best service possible.



Why launch this now - in a recession?

With more and more businesses needing to either reduce their spend or keep their costs in check, many law firms are finding themselves priced out of the market, as businesses seek cost-effective alternatives.

Spring Law take a different approach to business, with a strong focus on delivering value and results. With no monthly billing targets to hit, their lawyers are free to focus on getting the job done as thoroughly as and as cost-effectively as possible.

This approach to business has taken Spring Law from strength to strength – even in our difficult economic times.



What does Spring Law offer to new lawyers?

Talented lawyers who are seeking a progressive, merit-based environment will thrive at Spring Law. With a dynamic, energetic atmosphere and a strong focus on reward and recognition, Spring Law has established a reputation for taking a fresh perspective on business law – while maintaining their core values of excellence, value for money and return on investment.



So – in a nutshell - what makes Spring Law different?

- A flat, non-hierarchical structure
- A focus on getting to know the client and delivering a value-for-money service with tangible results
- A UK-wide service with top-level lawyers available to every one of their clients
- A trustworthy, experienced team of people who place their clients at the centre of everything they do