

**NÍSHLÍS**

| GLOBAL LEGAL MARKETING

# **Legal 500 Global 2023**

## **Israel Rankings Analysis**

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**April 2023**

# Nishlis Legal Marketing

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The legal sector is currently changing before our eyes. Economic uncertainty, the way clients seek and maintain legal services and saturated legal markets are just a handful of the challenges confronting law firms today as they look to retain clients and attract new prospects. Never has it been more important to develop and implement a clear and robust marketing strategy that is understood by all your professionals.

As you look to generate, engage with and convert more business leads, you benefit from partnering with one of the premium legal marketing and business development consultancies in the market, with proven results.

Today, with more than 25 years' experience, working at prestigious legal directories and in submissions departments at leading UK, U.S. and Israeli law firms, our team of submission experts, have helped domestic and global law firms get their messages across to the global directories.

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# Key Findings

2023

# Executive Summary

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- Two main trends - expansion of ranked individuals, specifically “next generation” and “Rising Stars” which consists of 52 percent of the new entries in the individual rankings. For the third straight year, more movement down than up.
- In 2023 there are the same amount of changes in the practice areas (73 moves), less than in comparison to 2021(105 moves), 2019 (175) and 2020 (134). Second time in recent history where we count more movements down than up (40 to 36).
- 108 lawyers entered the individual rankings (leading/next generation/rising stars) however, many have found themselves out - 24 lawyers have been pushed out (amounts to the sum of the past 5 years combined).

# Executive Summary

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- Five law firms moved up to Tier-1.
- Practice with the most negative improvements - IP:Disputes, IP:Patents, IP:Trademarks, White Collar and tax.
- Practice with the most improvements is dispute resolution, for the third straight year (4 moves up and 1 new entry).
- Practices with the most new lawyers to enter the rankings: Class Actions (12), Competiton (11) and Employment (8).

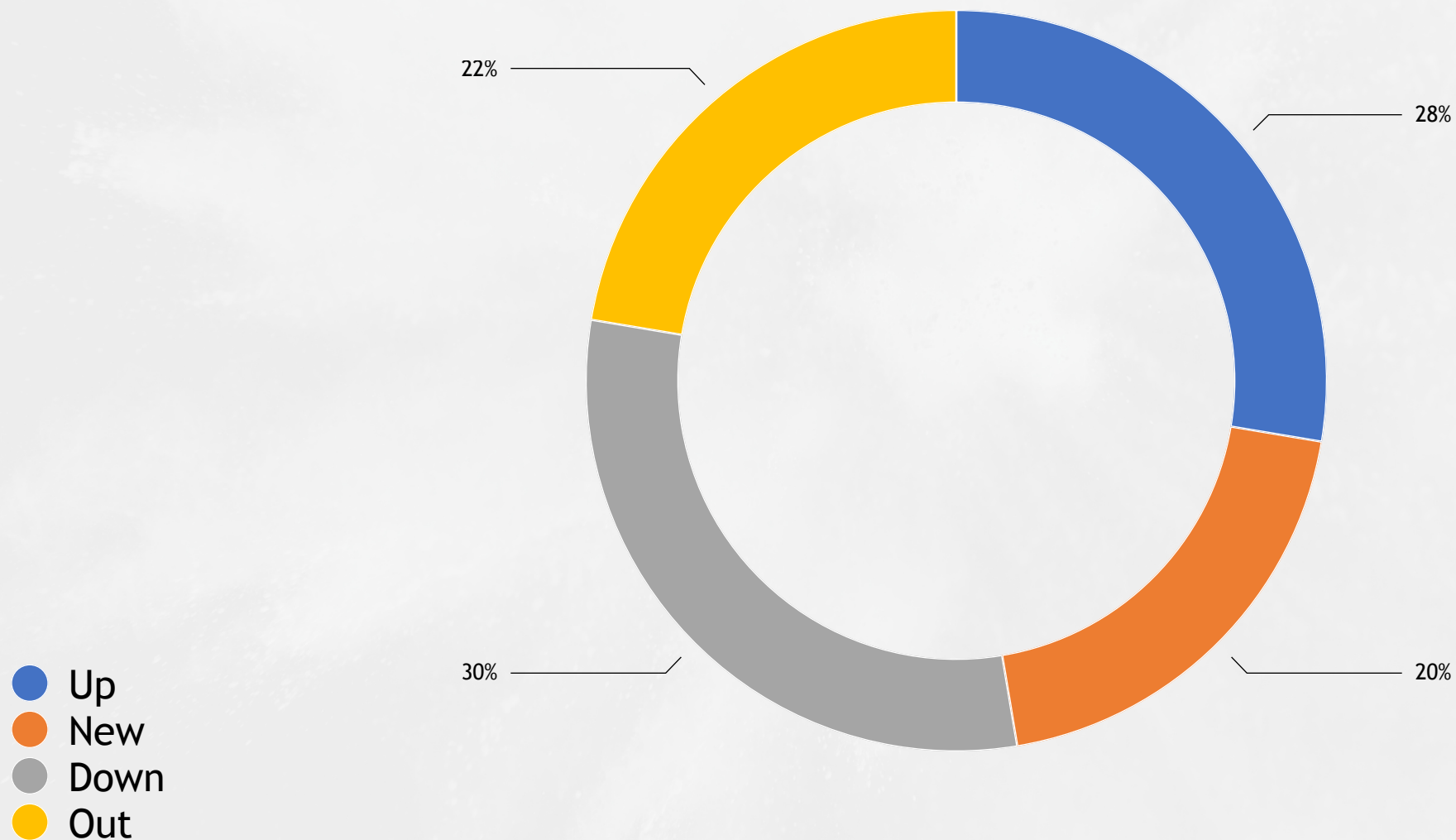
# Executive Summary

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Additional Stats (Among Israel's top-25 law firms):

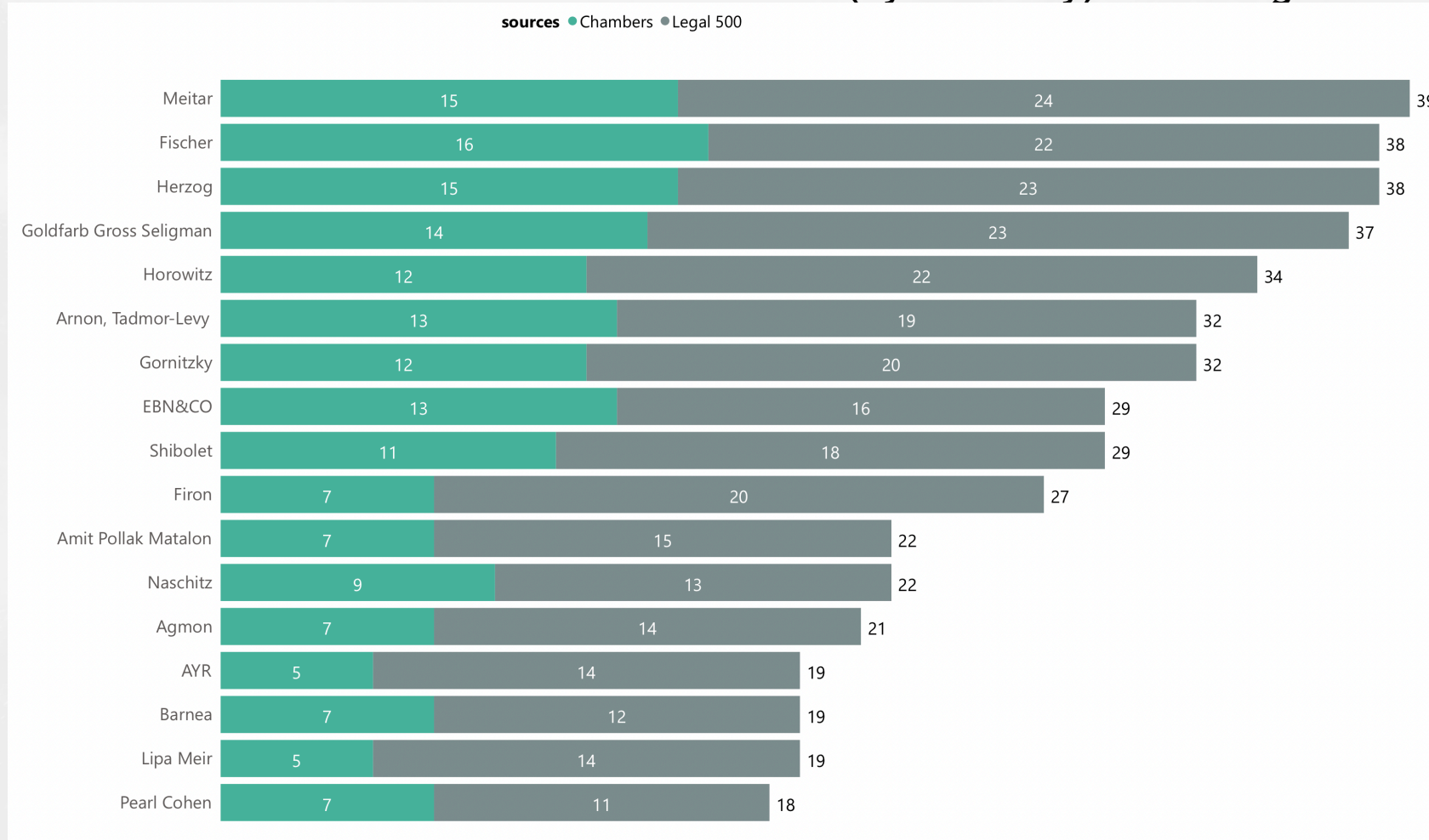
- average number of moves up in the rankings, per firm -0.75 (as opposed to 0.6 in 2022 and 1.5 in 2021) and average of going down - 0.5.
- average of new individuals in the rankings, per firm, is 2.6 (in comparison to 2.2 in 2022).
- only 25 law firms have climbed the rankings with 1 move or more (up and new). Out of that, 14 are top-20 firms, 2 mid-size and 9 niche firms.
- only 8 law firms have more than 5 new individuals in the rankings.

# Improvements in 2023 (ranked practices)



# Chambers and Legal 500 2023

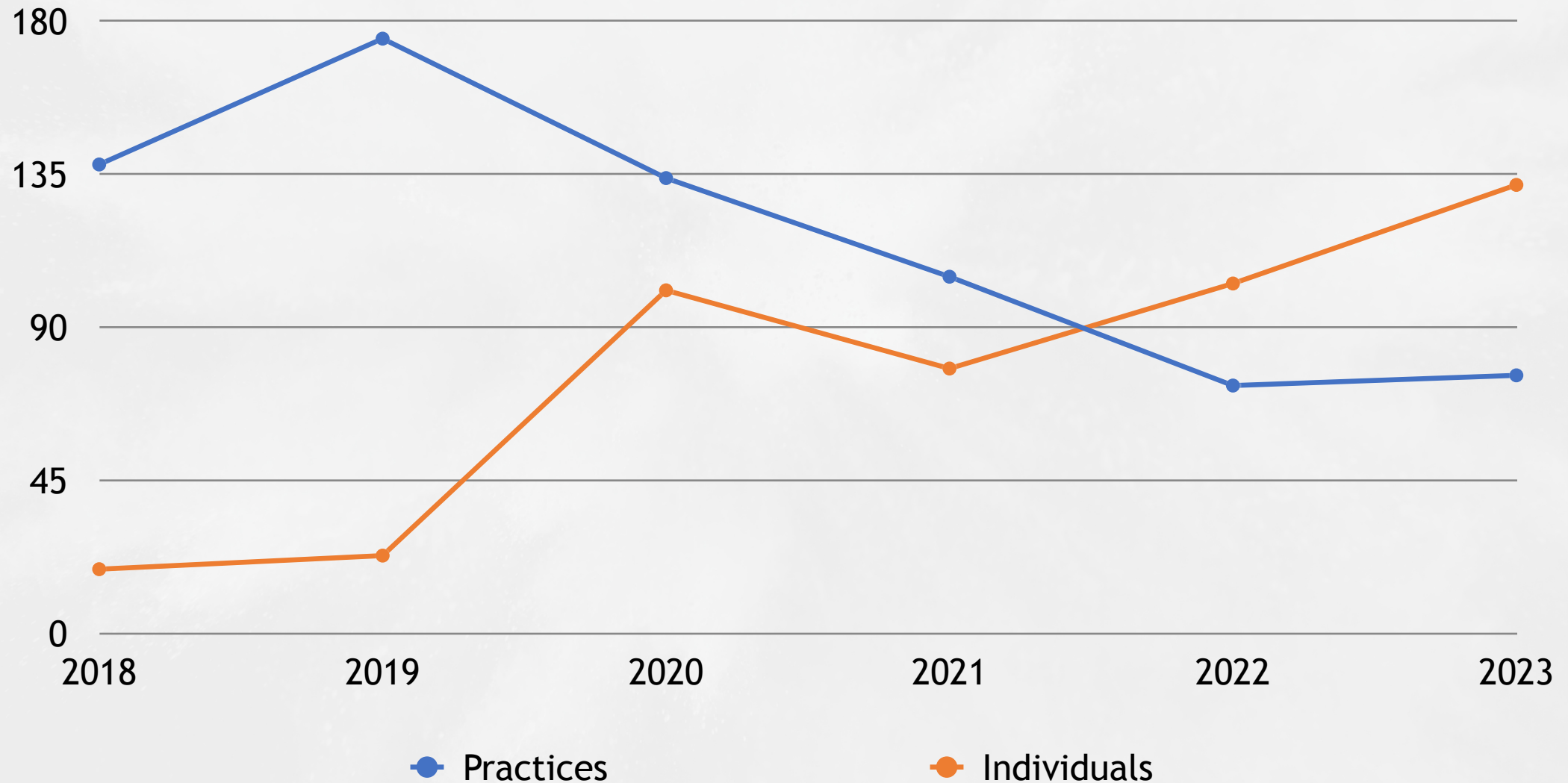
Number of times a law firms is mentioned (by directory). Data: Legal BI



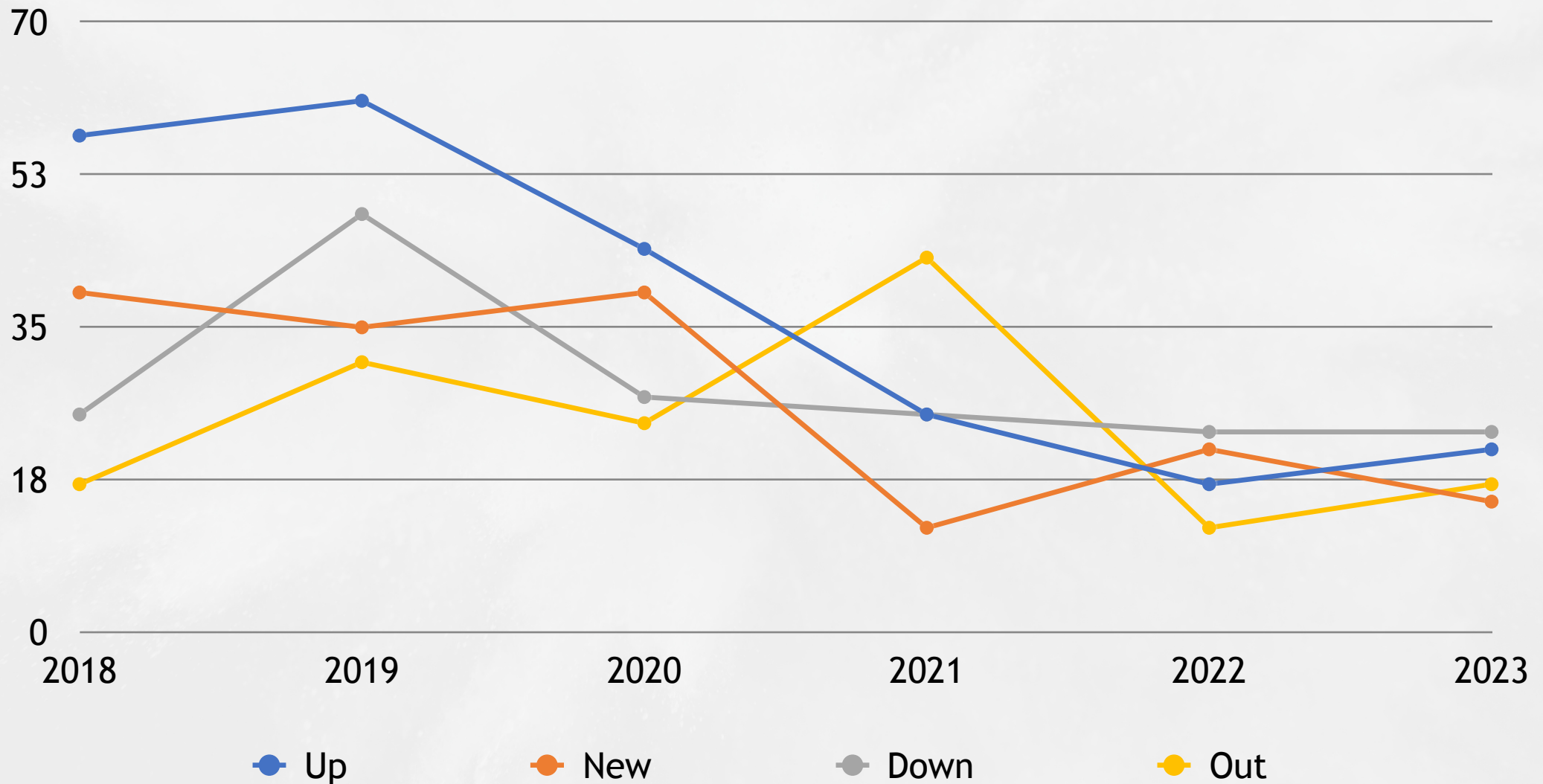
note: spotlight tables and sub tables from Chambers are not included.



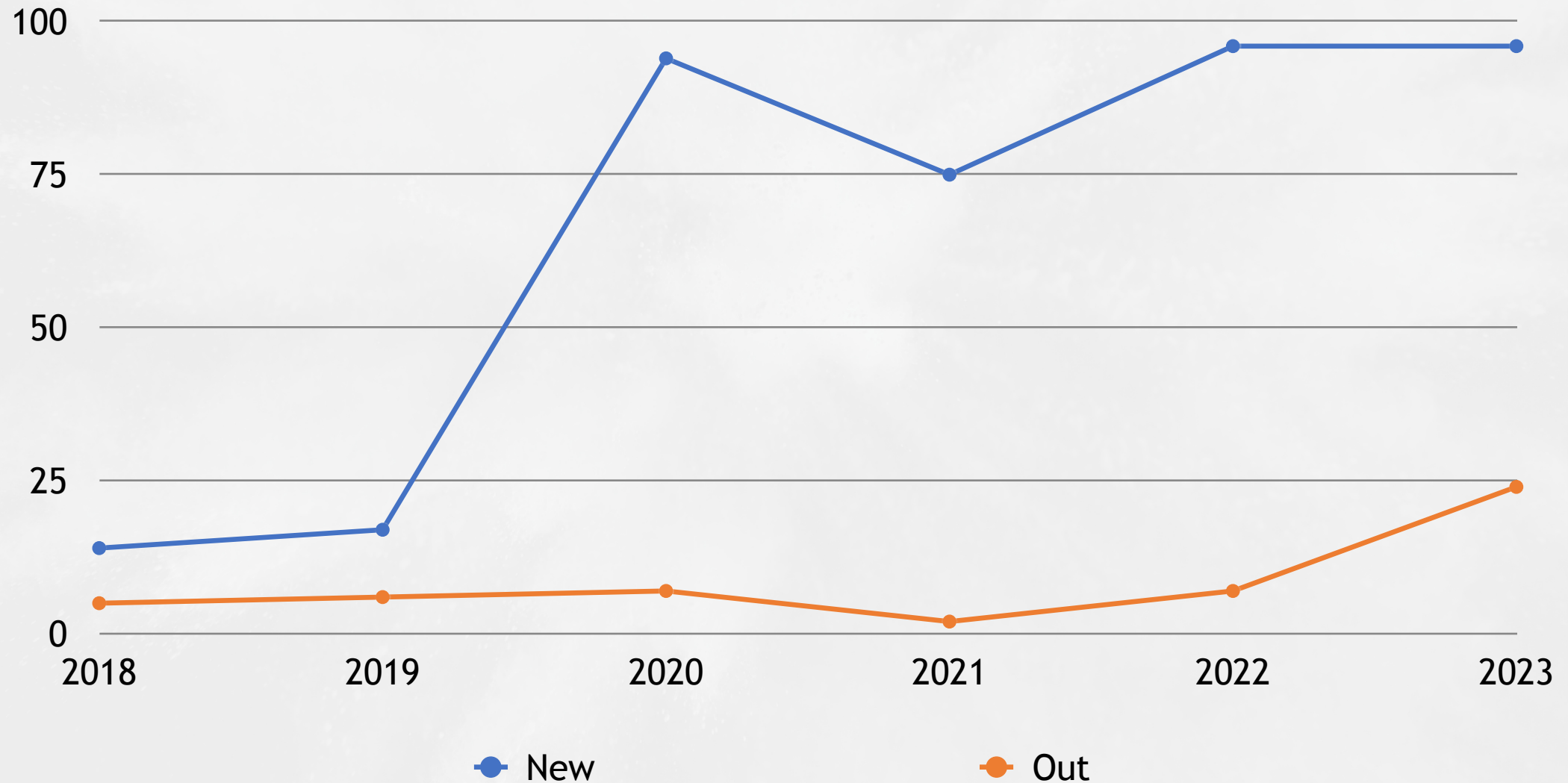
# Total number of changes - overall



# Total number of changes - practices



# Total number of changes - individuals





# Practice Overview

2023 and comparison to previous years

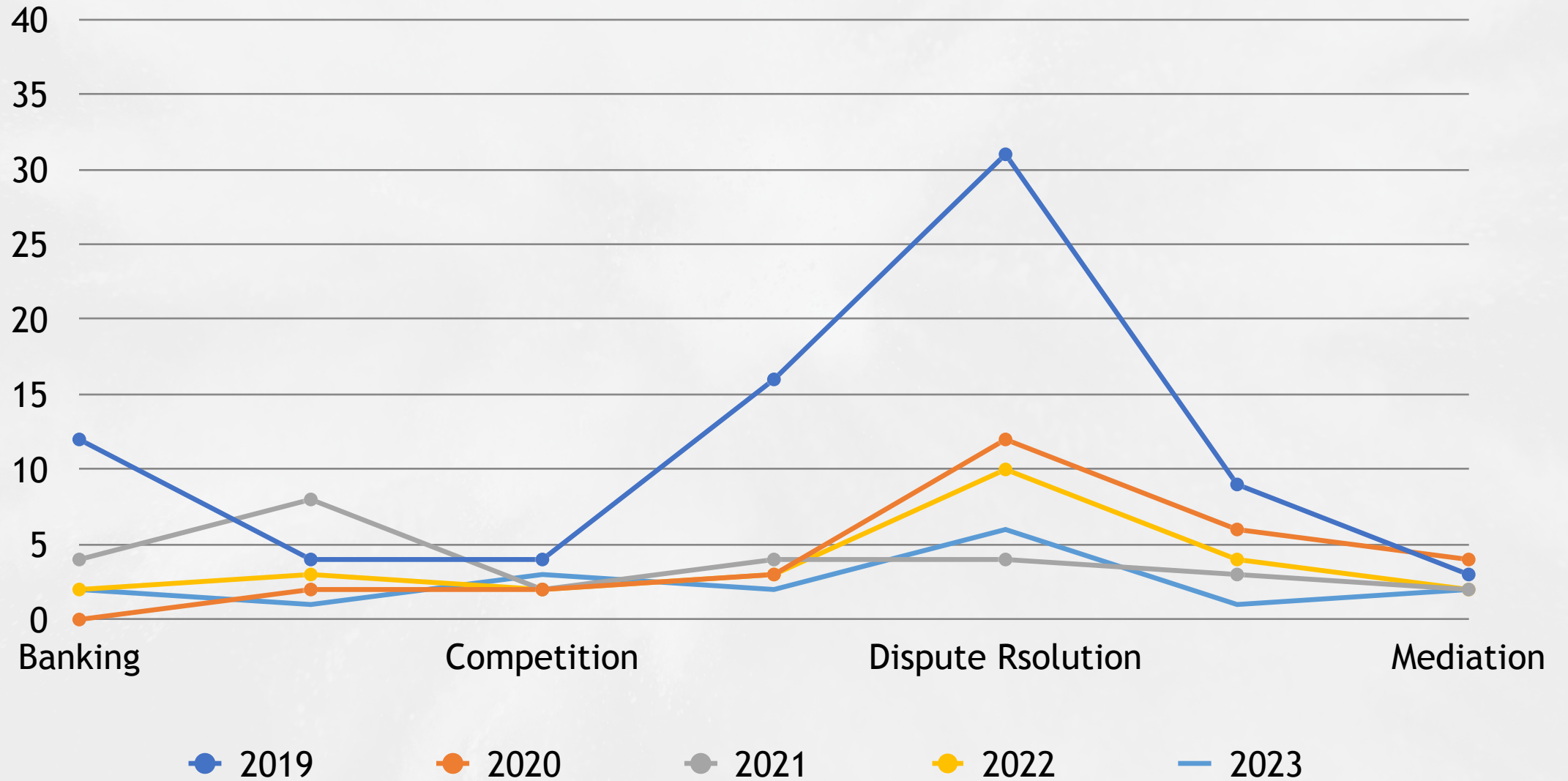
2023

|                    | up | new | down | out |
|--------------------|----|-----|------|-----|
| Banking            |    | 6   |      | 2   |
| Capital Markets    | 2  | 3   |      | 1   |
| Competition        |    | 11  |      |     |
| M&A                |    | 4   |      | 2   |
| Dispute Resolution | 1  | 3   |      |     |
| Class Actions      | 2  | 10  |      |     |
| White Collar       |    | 4   |      |     |
| Mediation          |    | 3   |      |     |
| Employment         | 1  | 7   |      |     |
| Energy             | 2  | 1   |      | 1   |
| Infrastructure     |    | 2   |      | 2   |
| Healthcare         |    | 3   |      | 3   |
| Hi-Tech            |    | 6   |      | 3   |
| Insurance          |    | 1   |      | 1   |

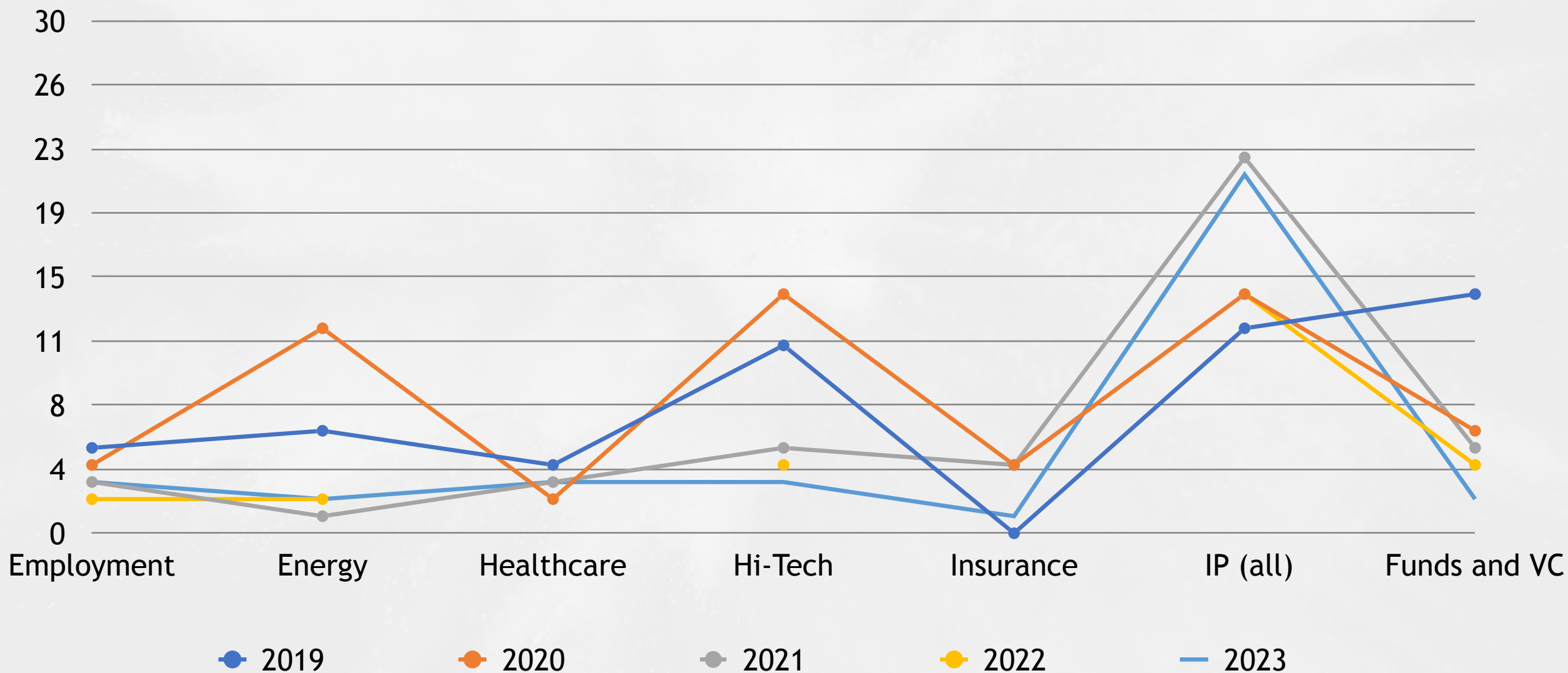
2023

|  | up | new | down | out |
|--|----|-----|------|-----|
| <b>IP:Transactions</b>                             | 3  | 3   |      |     |
| <b>IP:Disputes</b>                                 |    | 3   |      |     |
| <b>IP:Filings/<br/>Prosecution:Patents</b>         |    | 3   |      |     |
| <b>IP:Filings/<br/>Prosecution:Tradema<br/>rks</b> |    | 1   |      |     |
| <b>Investment Funds</b>                            |    | 3   |      | 1   |
| <b>Planning and Zoning</b>                         | 1  | 4   |      |     |
| <b>Real Estate</b>                                 |    | 4   |      |     |
| <b>Restructuring</b>                               | 1  | 1   |      | 3   |
| <b>Tax</b>   | 1  | 4   |      | 1   |
| <b>Telecoms</b>                                    |    | 3   |      | 2   |
| <b>Transport</b>                                   |    | 3   |      | 2   |

# Total number of changes per practice

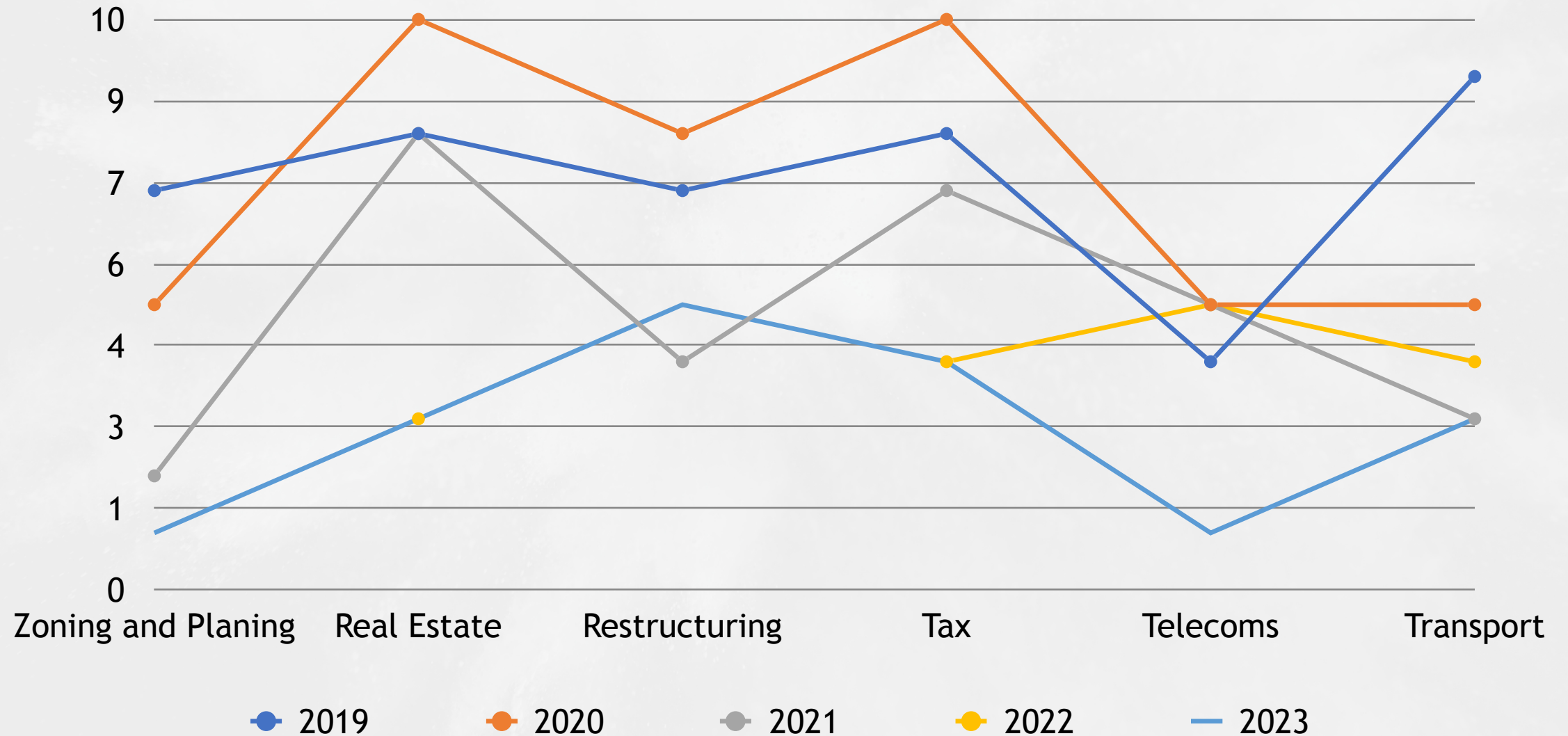


# Total number of changes per practice





# Total number of changes per practice



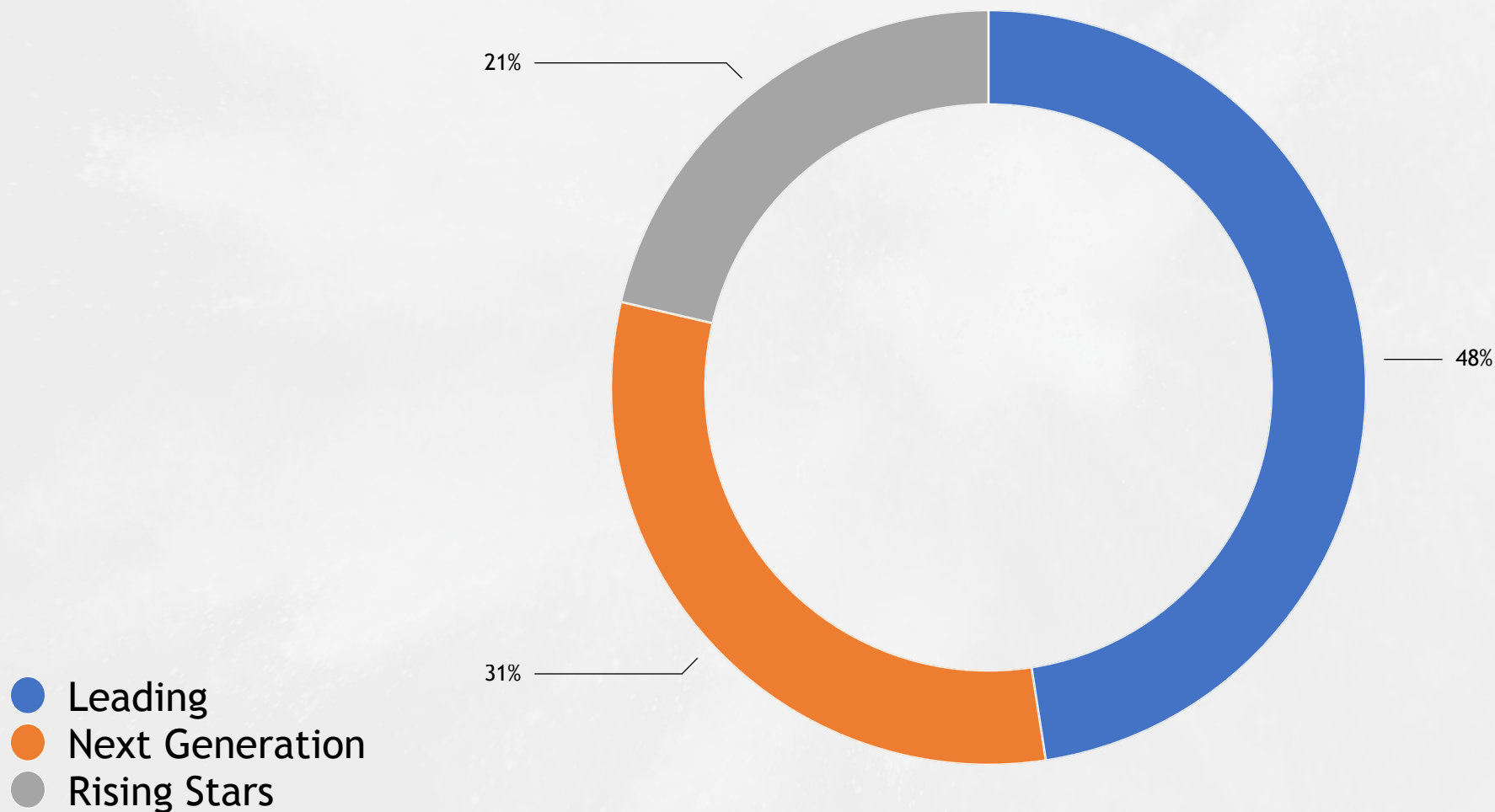


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# Individual Overview

2023 and comparison to previous years

# Individual Rankings 2023 - New Entries



# Disclaimer

- Individuals in this section refer to: leading, next generation and rising stars
- does not refer to recommended lawyers

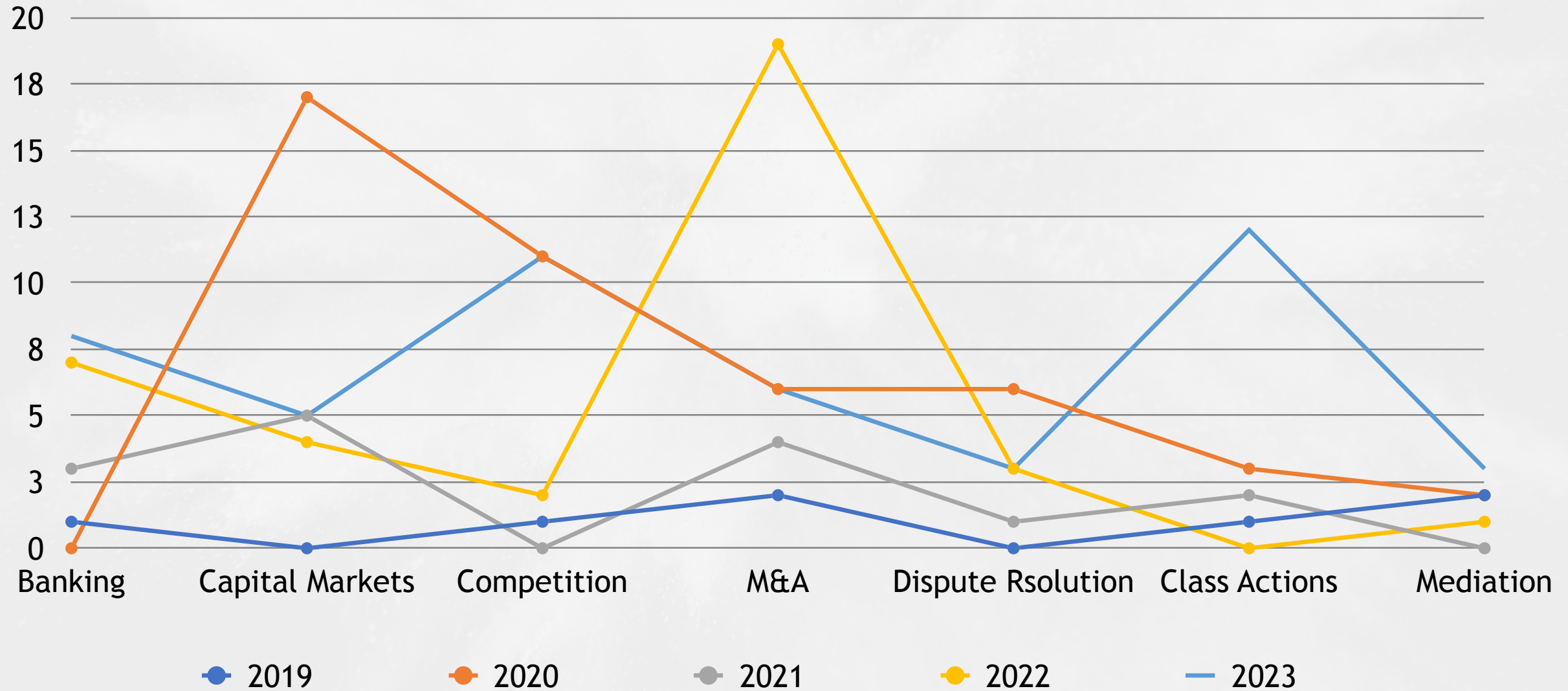
2023

|                    | up | new | down | out |
|--------------------|----|-----|------|-----|
| Banking            |    | 6   |      | 2   |
| Capital Markets    | 1  | 3   |      | 1   |
| Competition        |    | 11  |      |     |
| M&A                |    | 4   |      | 2   |
| Dispute Resolution |    | 3   |      |     |
| Class Actions      | 2  | 10  |      |     |
| White Collar       |    | 4   |      |     |
| Mediation          |    | 3   |      |     |
| Employment         | 1  | 7   |      |     |
| Energy             | 2  | 1   |      | 1   |
| Infrastructure     |    | 2   |      | 2   |
| Healthcare         |    | 3   |      | 3   |
| Hi-Tech            |    | 6   |      | 3   |
| Insurance          |    | 1   |      | 1   |

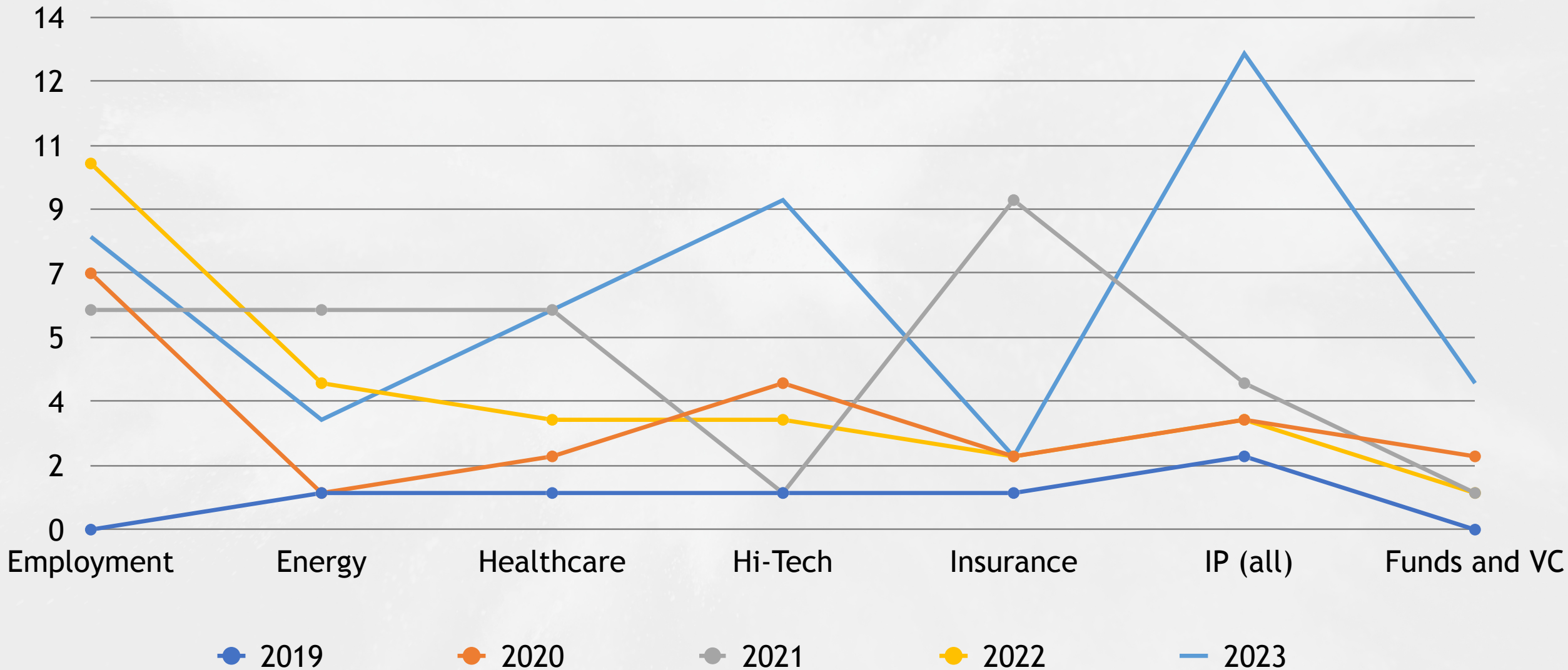
2023

|   | up | new | down | out |
|---|----|-----|------|-----|
| <b>IP:Transactions</b>                        | 3  | 3   |      |     |
| <b>IP:Disputes</b>                            |    | 3   |      |     |
| <b>IP:Filings/<br/>Prosecution:Patents</b>    |    | 3   |      |     |
| <b>IP:Filings/<br/>Prosecution:Trademarks</b> |    | 1   |      |     |
| <b>Investment Funds</b>                       |    | 3   |      | 1   |
| <b>Planning and Zoning</b>                    | 1  | 4   |      |     |
| <b>Real Estate</b>                            |    | 4   |      |     |
| <b>Restructuring</b>                          | 1  | 1   |      | 3   |
| <b>Tax</b>                                    | 1  | 4   |      | 1   |
| <b>Telecoms</b>                               |    | 3   |      | 2   |
| <b>Transport</b>                              |    | 3   |      | 2   |

# Total number of changes - Individuals

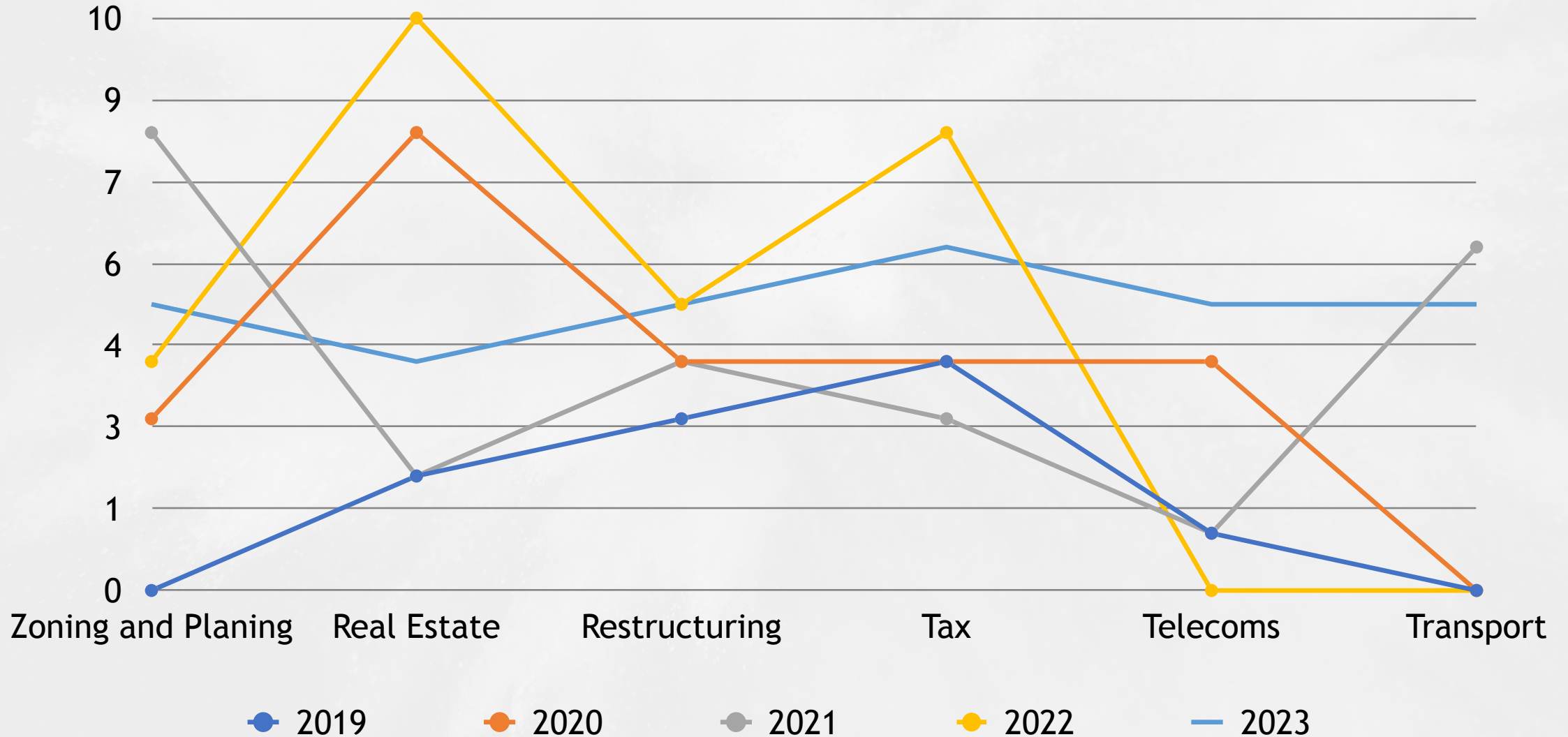


# Total number of changes - Individuals





# Total number of changes - Individuals

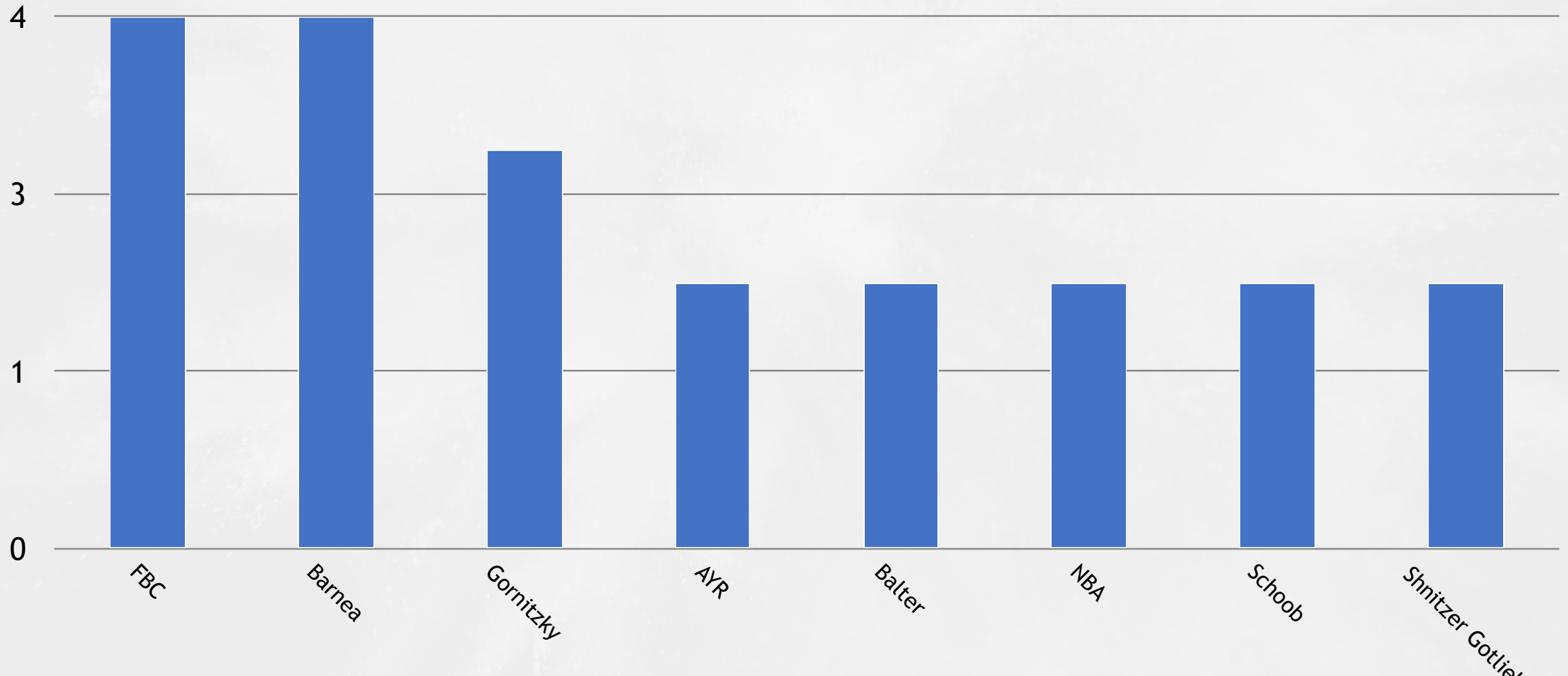




# Firms Overview

2023

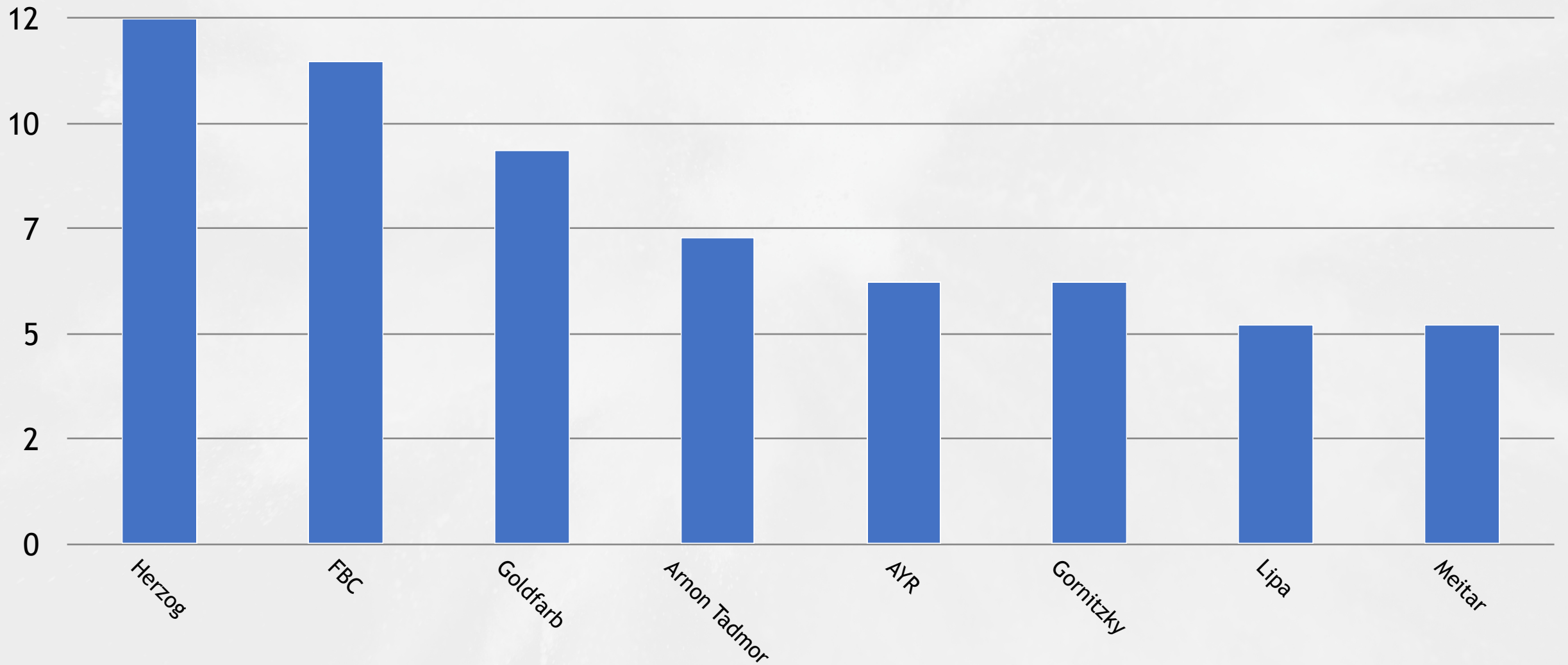
# Best Performing by Practices



# Graph Explained

- Graph shows total number of improvements (Up+New)
- 17 additional law firms had one movement up or entered the rankings.

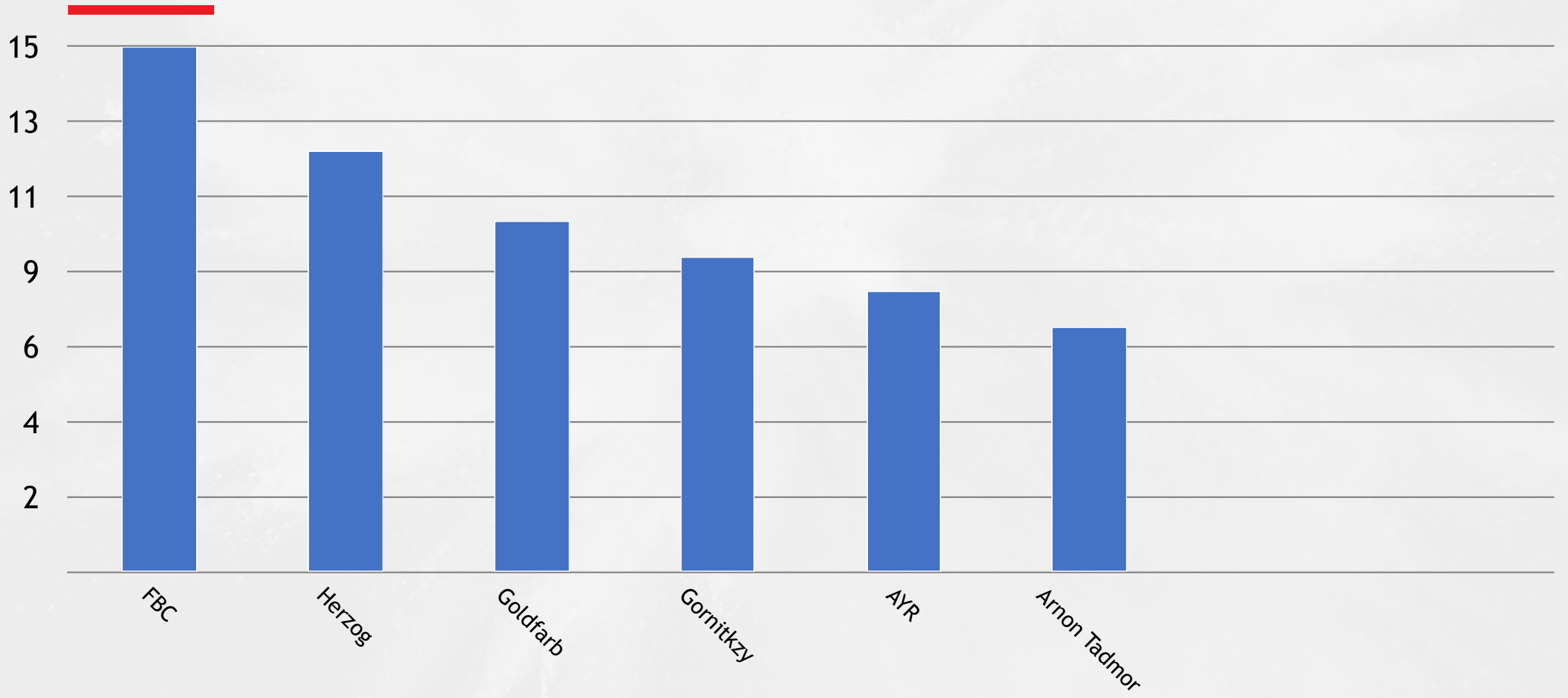
# Best Performing by Individuals



# Graph Explained

- Graph shows total number of improvements (Up+New)
- Individuals table refers to: leading, next generation and rising stars
- 28 additional law firms had 1-5 lawyers entering the individual rankings

# Best Performing Overall



# Graph Explained

- Graph shows total number of improvements (Up+New) practice +individual combined minus down+out
- 13 additional law firms had 2-5 total improvements



# Law firms that climbed to Tier 1

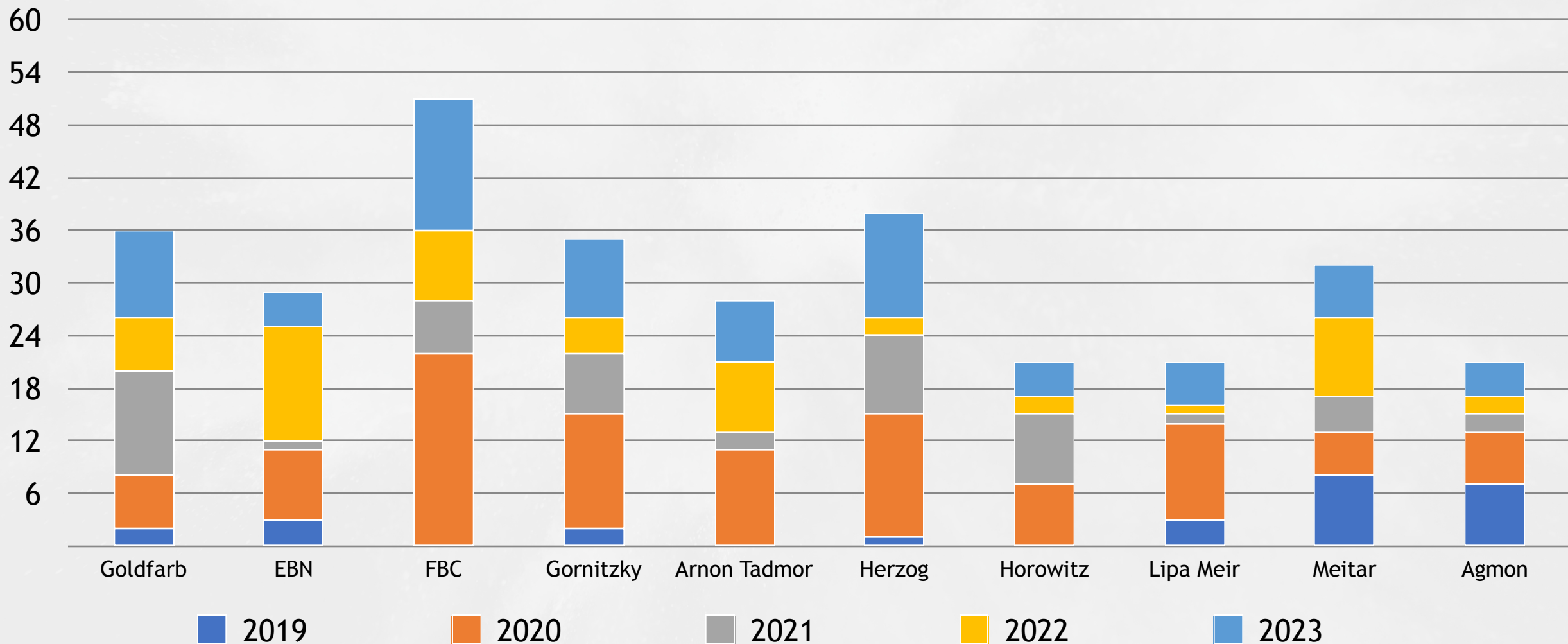
|                                     |  |
|-------------------------------------|--|
| <b>FBC</b>                          | Healthcare, Hi-Tech and IP: transactions |
| <b>Naschitz Brandes Amir</b>        | Hi-Tech                                  |
| <b>N. Feinberg</b>                  | Employment                               |
| <b>Reinhold Cohn &amp; Partners</b> | IP:Patents                               |
| <b>S Horowitz</b>                   | IP:Copyrights                            |
| <b>EBN</b>                          | Restructuring                            |

2022: 3 moves to Tier 1: Zecler Argov, Naschitz and Pearl Cohen

2021: 11 moves to Tier 1. Most notable: Goldfarb (4), S Horowitz (2) and Herzog (2)

2020: 19 moves to Tier 1. Most notable: Fischer (4), Yigal Arnon (3), Erdinast Ben Nathan Toledano (2) and Shibolet (2).

# 10 Best Performing Law Firms - Overall



The background is a grayscale image of a planet's surface, possibly Mars, with a prominent red diagonal line running from the top-left to the bottom-right. The text is centered in the white space.

# Thanks

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