**IsraelDesks League Tables: FAQ**   
  
**Our Objectives:   
Helping international law firm t**o educate the local market which law firms abroad have an Israel desk. This helps build stronger and closer relationships with domestic firms and departments; sharing market and industry information; potential joint ventures, events and networking.   
  
**Helping clients and their GCs:** These law firms have clients with an interest in Israel. Knowing who is involved in Israeli deals allows for potential referral work for the law firm and greater transactional work for their clients.   
 **How do you qualify an Israeli client?**

For the matter to meet this criteria, the client must be headquartered in Israel or outside of Israel, as long as the client has Israeli owners. This can be verified by ourselves, often through the client’s website.   
  
The goal is to showcase to the Israeli audience which International law firms have the knowledge and experience of working with Israeli clients (based here or Israeli-owned).

**Are you going to be ranking firms for each of the categories in the spreadsheet or is the ranking going to be a composite for all information?**

Each category in the template will have a separate league table and be dependent on the number of firms entering that category.

**Our Process for the categories**  
To collect, collate and enter the information into one spreadsheet. To filter by volume of instructions to create a Volume League Table. To filter by Value to create another (where possible – see below).   
  
**M&A; High-Tech; Capital Markets:**    
In these categories, all the entries by law firms will be checked to see if they represent an Israeli client; and the deal will be checked to have been completed in the timeframe.   
  
The League tables will be decided on (1) number of completed deals to create **Volume League Table** and (2) total values will be added to create **Value League Table.**  
**Private Equity Venture Capital; Patents and Trademarks; Employment and Litigation/Arbitration**In these categories, all the entries by law firms will be checked to see if they represent an Israeli client; and the deal will be checked to have been completed in the timeframe. The League tables will be decided on (1) number of completed deals to create **Volume League Table.**  
  
**How will the league tables look?**  
The firms will appear in order 1 downwards, according to total number of deals and total value of deals where possible. Then there will be supporting editorial for each table. The league tables will be accompanied by supporting editorial showcasing the law firm’s expertise (derived from submission, press releases, NLM intelligence and other sources).  
  
**How will you draw out the differences between law firms who undertake a large number but low value, and those who do fewer deals but higher value?**   
As that is akin to comparing apples with oranges, to an extent, we would showcase the difference in the league tables themselves. The editorial itself will draw out the Israeli flavour of the firm’s offering and describe the focus of the firm’s Israel expertise.   
  
**Where will this appear?**The league tables will be published in the US/Israel guide; via social media and to our extensive distribution list – to be seen by GCs.   
  
**Confidential information**   
Will be treated as such 100% and will not be shared or published in any editorial.   
  
If the matter is confidential, a short call with the lawyer or email to the client merely to verify that the matter took place would be sufficient for its inclusion.   
  
Any further questions (and also for submissions), please email Lee at [lee@legalmarketing.co.il](mailto:lee@legalmarketing.co.il)