

**NÍSHLÍS**

| GLOBAL LEGAL MARKETING

# **Legal 500 Global 2024**

## **Israel Rankings Analysis**

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**April 2024**

# 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

2024

# Executive Summary 2024

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- In 2024 there are more changes in the rankings than in the past two years combined. Although 133 is a high number, it is lower than the number of total changes in 2020 (134 changes), 2019 (175 changes) and 2018 (138 changes).
- For the past three straight years, we saw more movement down than up in the practice tables. This year we counted nearly 3 times more improvements (up and new).
- Unlike in 2023, where most of the focus was on “next generation” and “rising stars”, this year most of the focus in the individual rankings table was in the leading individuals.
- 104 lawyers entered the individual rankings (leading/next generation/rising stars), similar to 2023 (108 lawyers entered). However, many have found themselves out - 28 lawyers have been pushed out (similar to 2023 - 24 lawyers). Interestingly, this amounts to the sum of the past 5 years combined (2018-2022).

# Executive Summary

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- Seven law firms moved up to Tier-1.
- 26 lawyers moved up in the individual rankings (from next generation to leading or from associates to watch to next generation). This is 3 times more than in 2023 (12).
- Practice with the most negative improvements - healthcare (6 firms went down, due to the introduction of Tier 3).
- Practices with the most improvements are tax (8), M&A (8), IP:Disputes (7) and employment (7).
- Practices with the most new lawyers to enter the rankings: Hi-Tech (15), Dispute Resolution (10) and Class Actions (9).

# Executive Summary

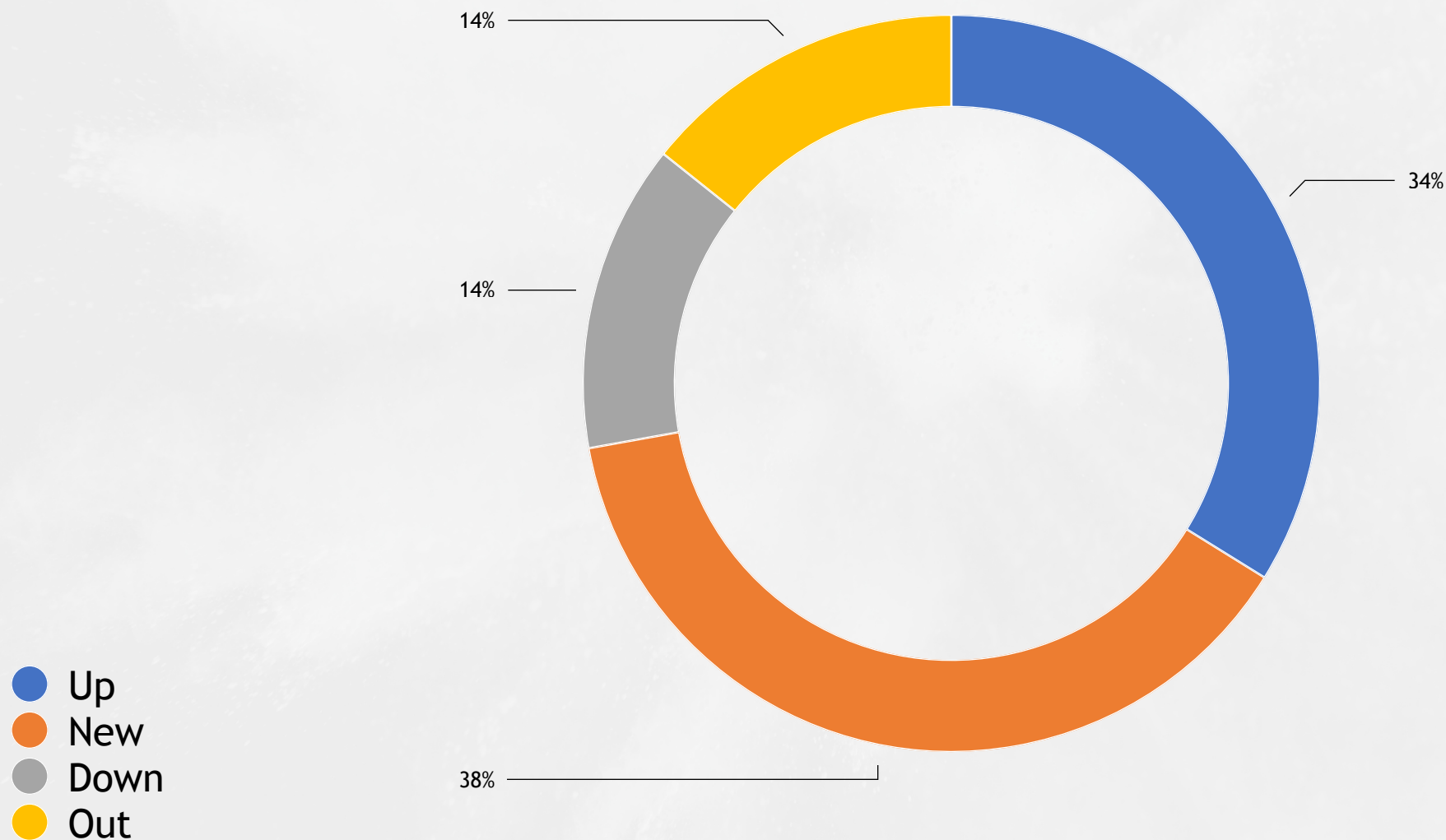
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## Additional Stats:

- average number of moves up in the rankings, per firm 1.2 (as opposed to 0.75 in 2023, 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 1.4 (in comparison to 2.6 in 2023 and 2.2 in 2022).
- 53 law firms improved their practice rankings and 34 firms improved their individual's rankings. only 8 law firms have more than 5 new individuals in the rankings.

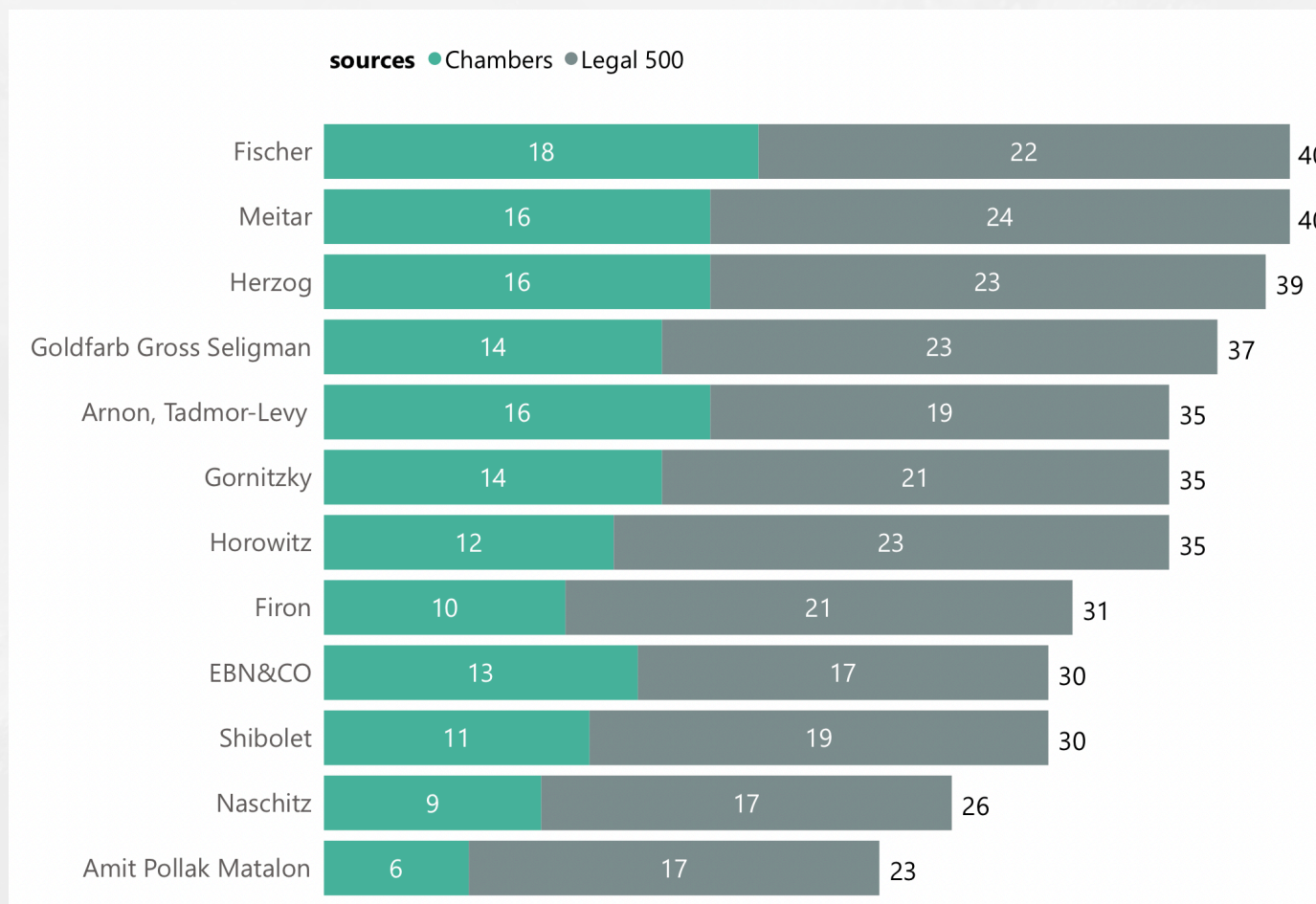


# Improvements in 2024 (ranked practices)



# Chambers and Legal 500 2023

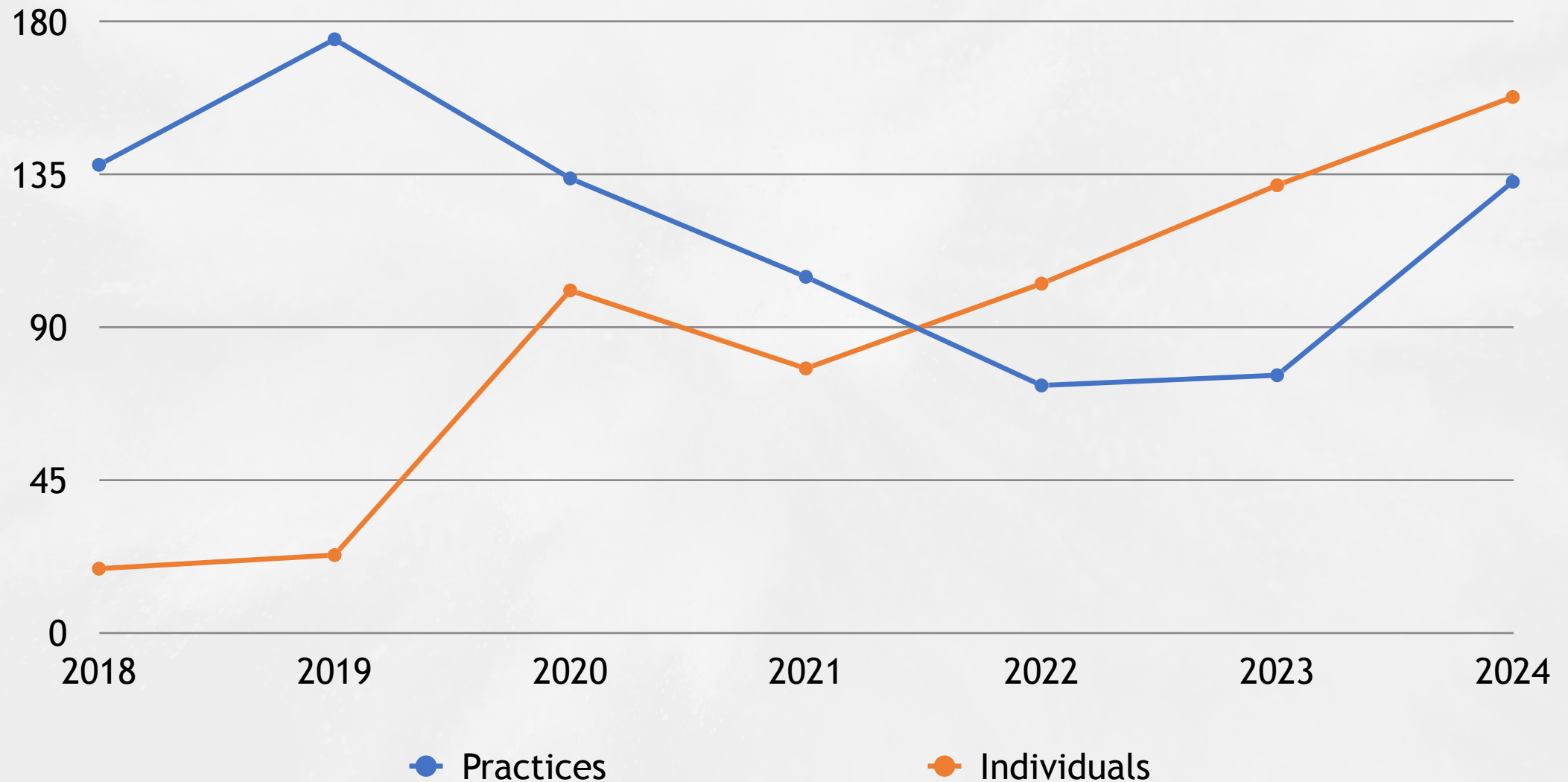
Number of times a law firms is mentioned (by directory). Data: Legal BI



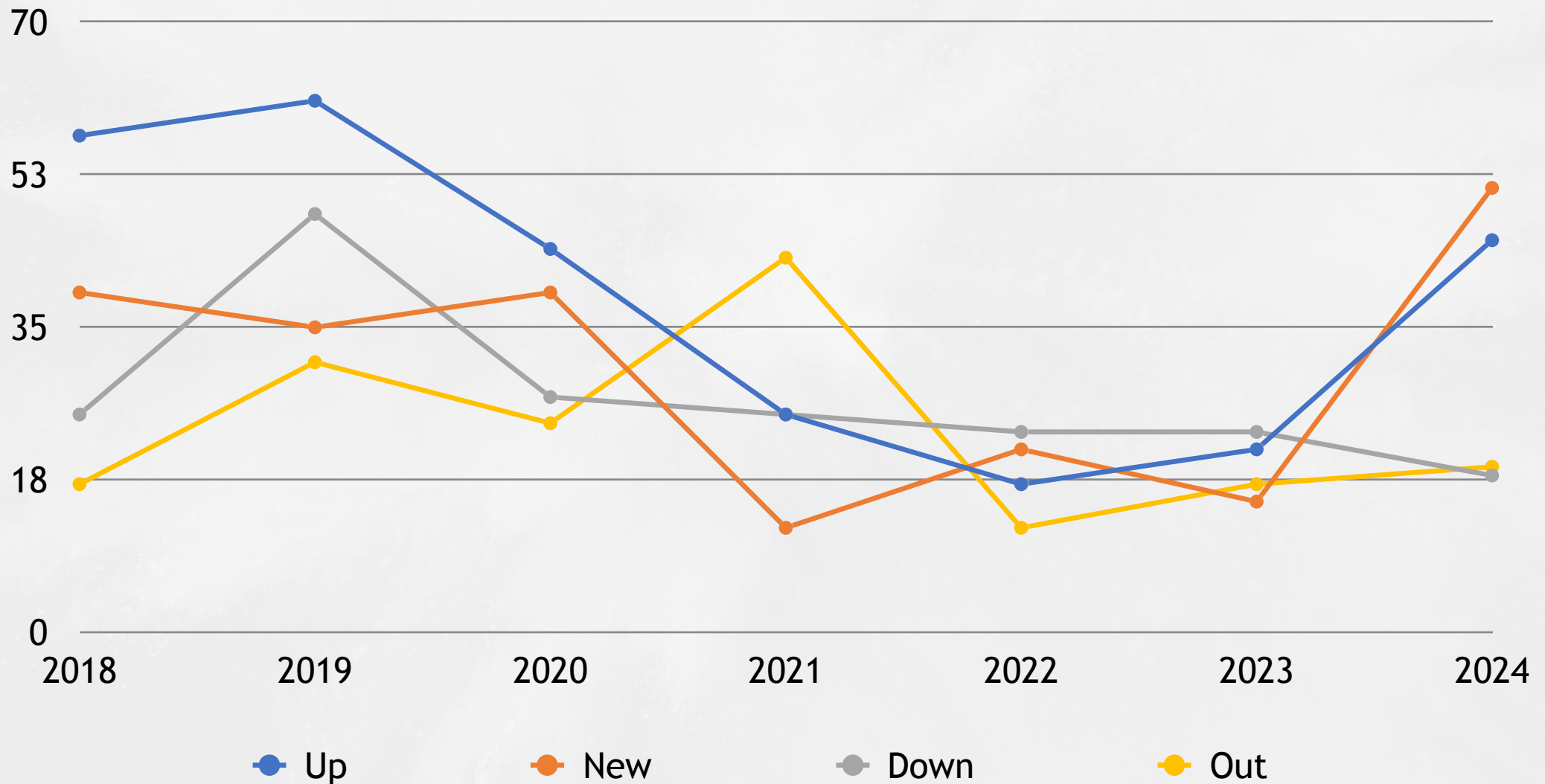
note: spotlight tables and sub tables from Chambers are not included.



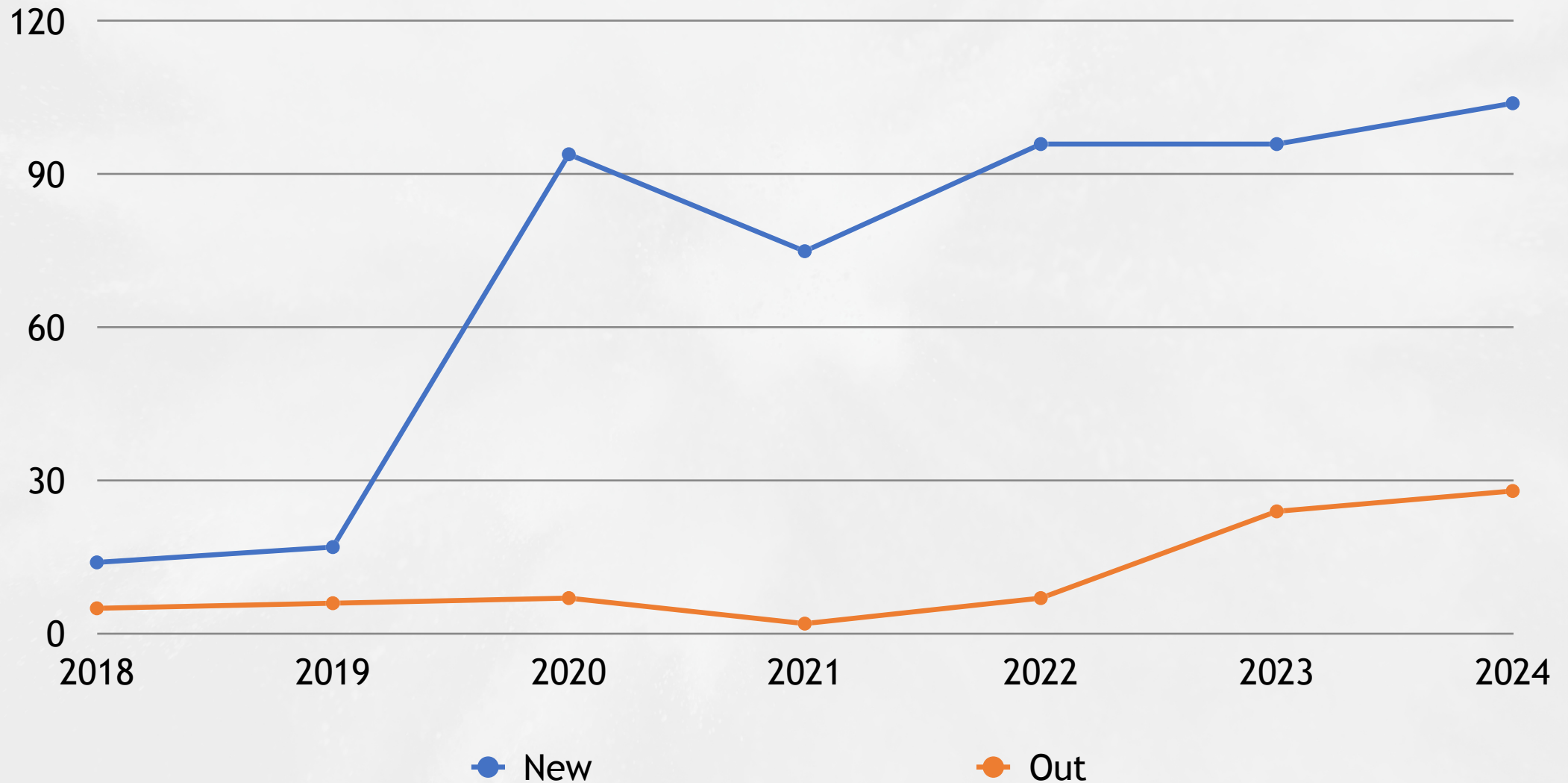
# Total number of changes - overall



# Total number of changes - practices



# Total number of changes - individuals







# Practice Overview

2024 and comparison to previous years

2024

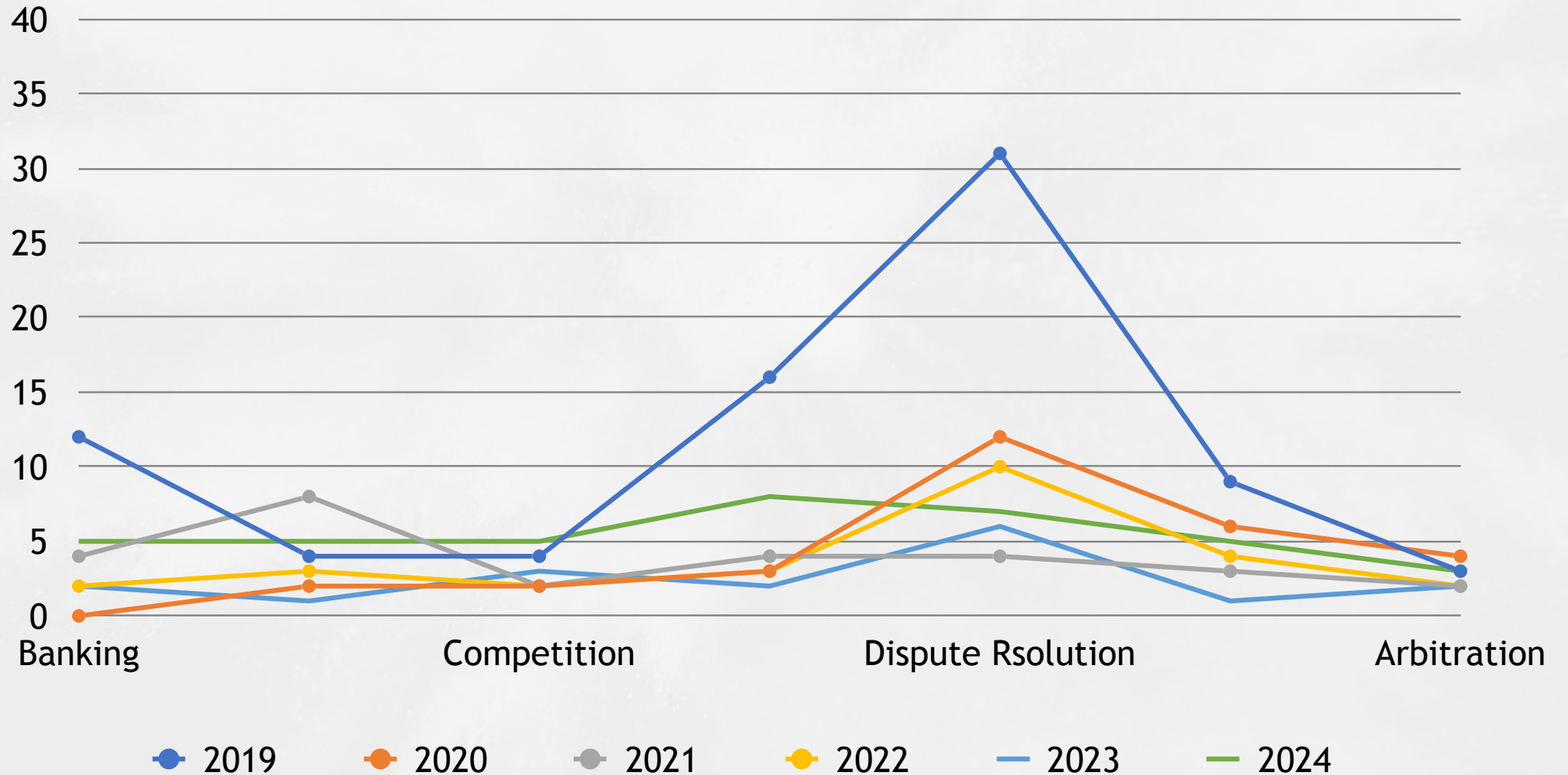
	up	new	down	out
<b>Banking</b>	4	1		
<b>Capital Markets</b>	2	3		
<b>Competition</b>	2	2	1	
<b>M&amp;A</b>	4	4		
<b>Dispute Resolution</b>	1	4		2
<b>Class Actions</b>	1	2	1	1
<b>White Collar</b>	1	1		3
<b>Arbitration</b>	1	2		
<b>Employment</b>	4	3	1	3
<b>Energy</b>	1		1	
<b>Infrastructure</b>	2	1		1
<b>Healthcare</b>		1	6	
<b>Hi-Tech</b>		3		
<b>Insurance</b>			1	

2024

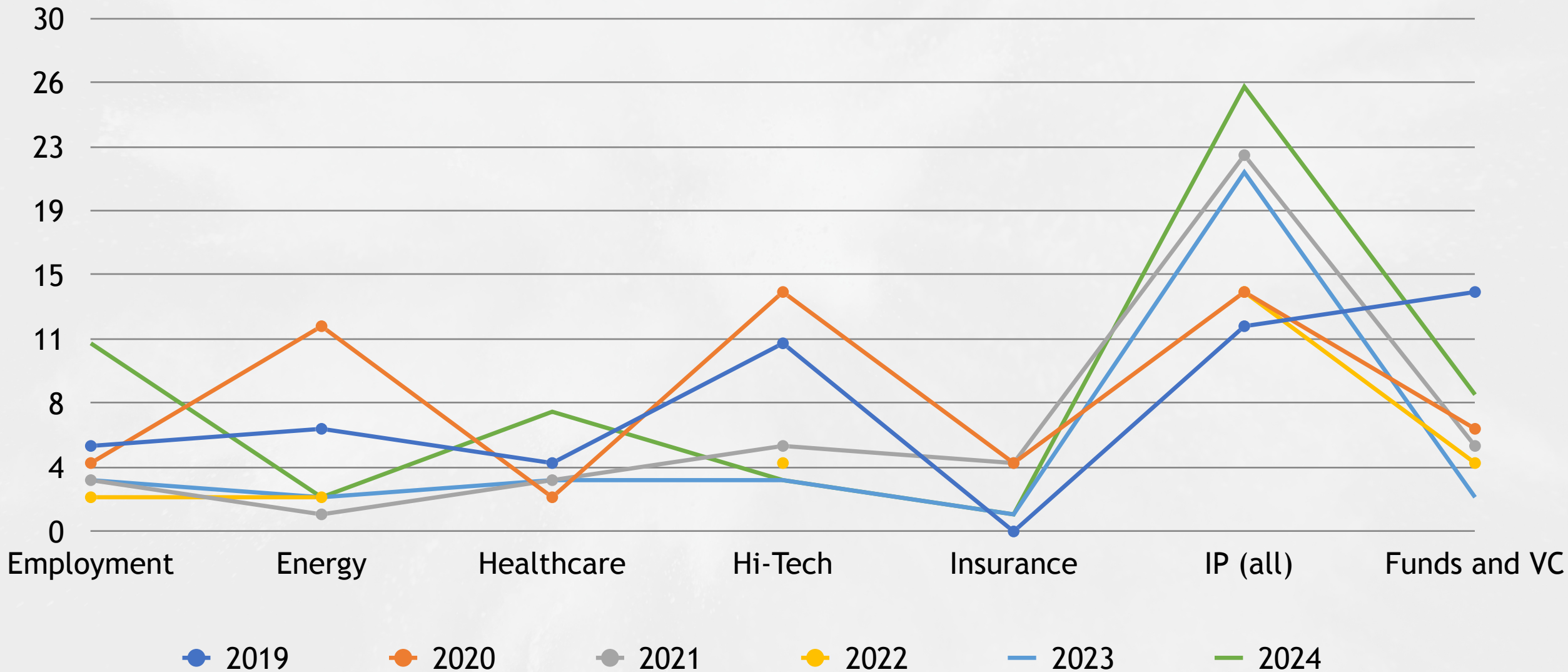
	up	new	down	out
<b>IP:Transactions</b>	4		2	1
<b>IP:Disputes</b>	3	4	2	2
<b>IP:Filings/ Prosecution:Patents</b>	3	1		1
<b>IP:Filings/ Prosecution:Trademarks</b>	1	2		
<b>Investment Funds</b>	3	3	1	1
<b>Planning and Zoning</b>		1		
<b>Real Estate</b>	1			1
<b>Restructuring</b>	1	3	1	1
<b>Tax</b>	3	5		2
<b>Telecoms</b>	1	3		
<b>Transport</b>	2	2	1	



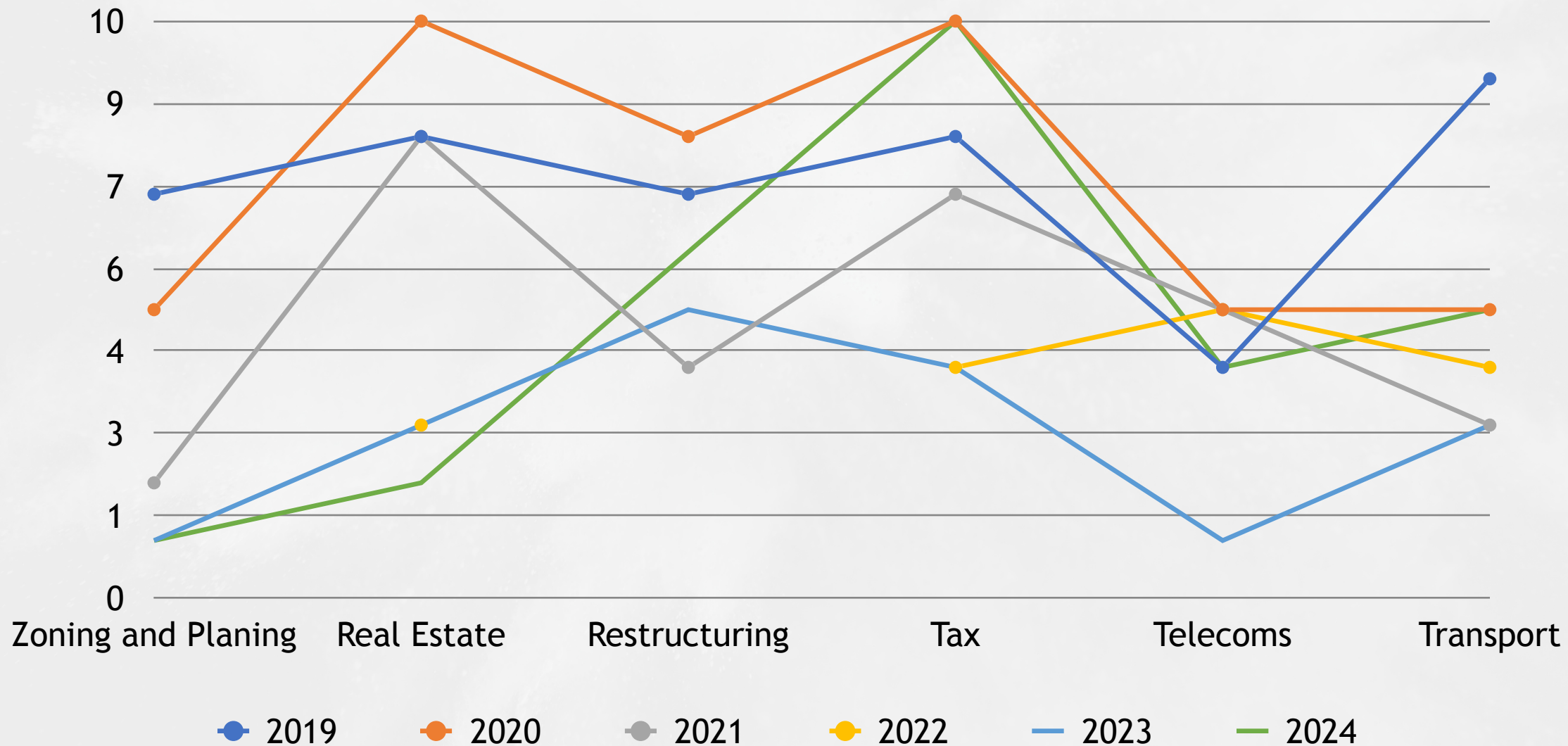
# Total number of changes per practice



# Total number of changes per practice



# Total number of changes per practice





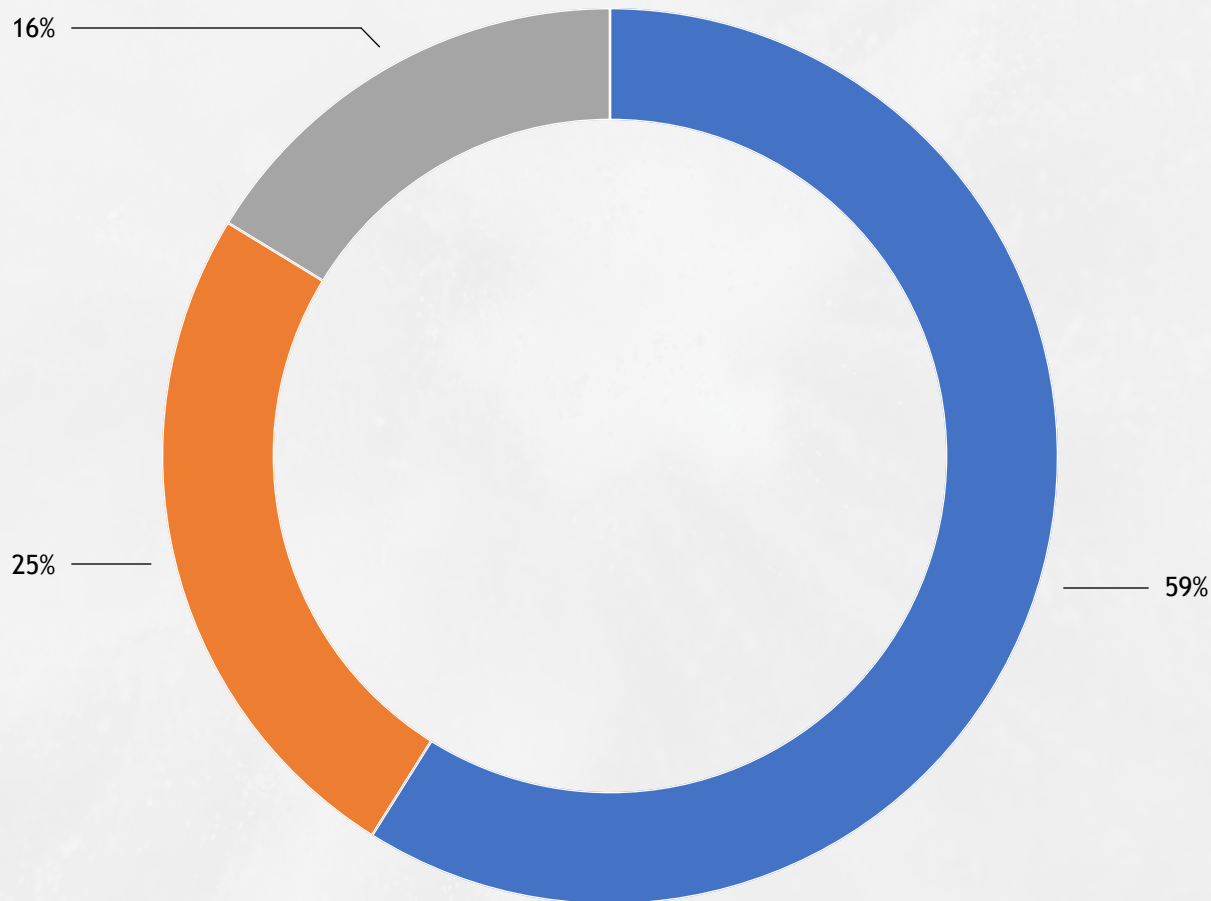


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# Individual Overview

2024 and comparison to previous years

# Individual Rankings 2024 - New Entries



- Leading
- Next Generation
- Rising Stars

# Disclaimer

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

2024

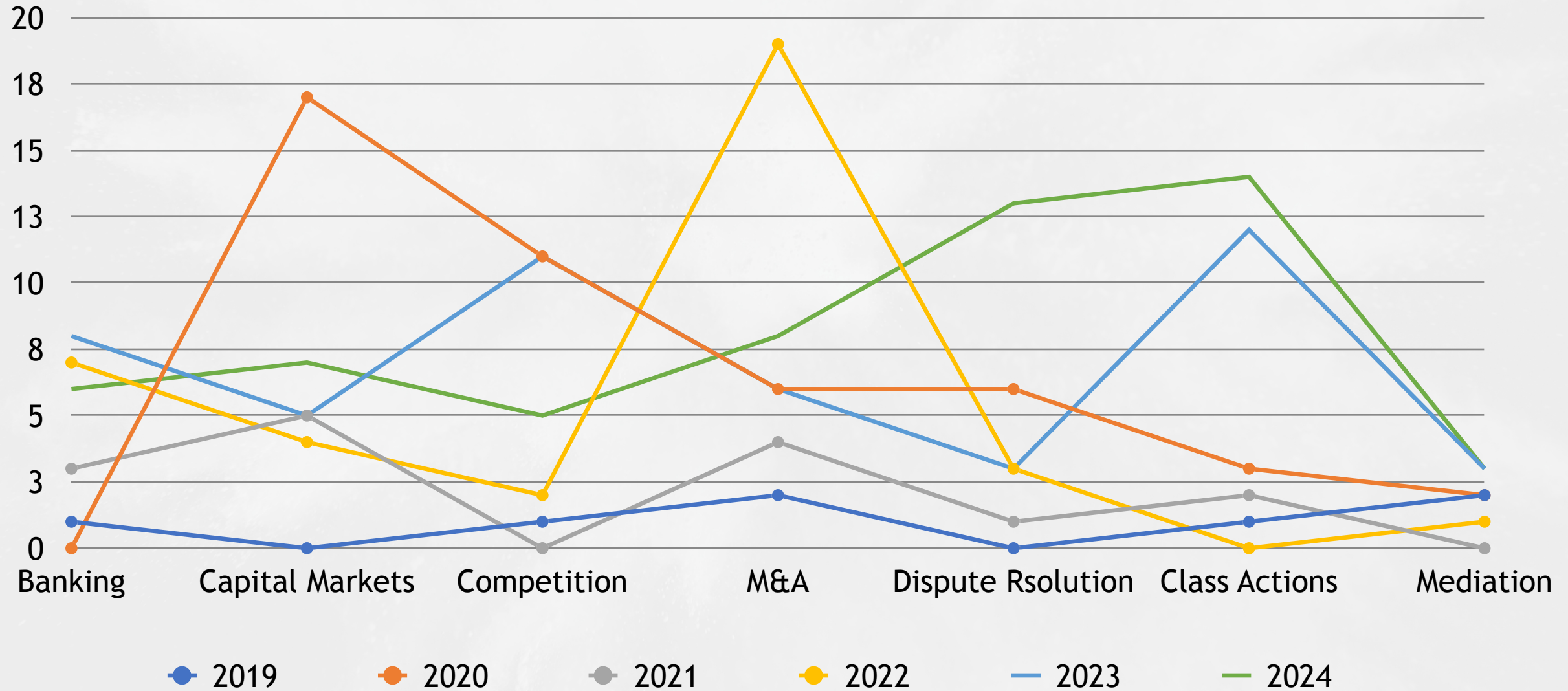
	up	new	down	out
Banking		5		1
Capital Markets	2	3		2
Competition	4	1		
M&A		7		1
Dispute Resolution		10		3
Class Actions		9		5
White Collar	2	4		
Arbitration		3		
Employment	1	2		
Energy	3	5		2
Infrastructure	6	1		4
Healthcare				
Hi-Tech	3	15		1
Insurance	1	3		



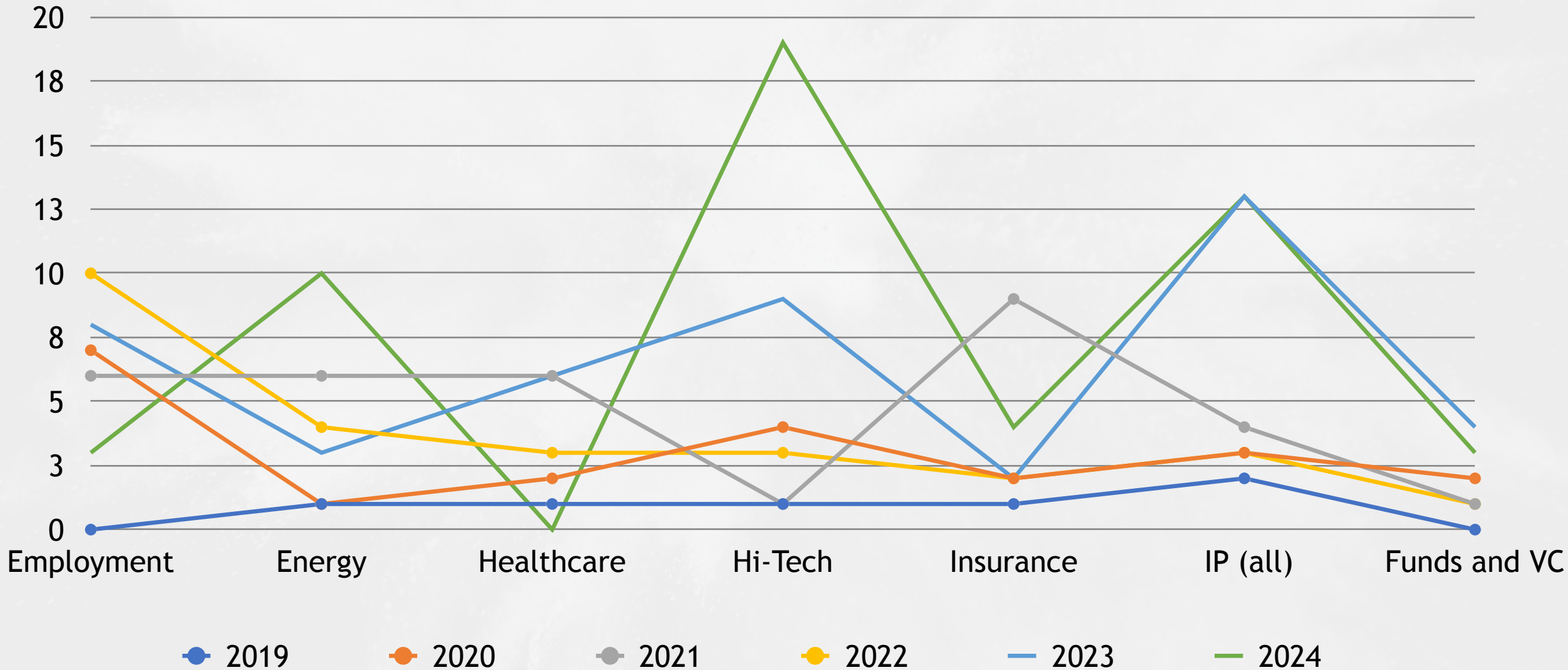
2024

	up	new	down	out
<b>IP:Transactions</b>		3		
<b>IP:Disputes</b>		4		1
<b>IP:Filings/ Prosecution:Patents</b>		3		
<b>IP:Filings/ Prosecution:Trademarks</b>		2		
<b>Investment Funds</b>		3		
<b>Planning and Zoning</b>	1	4		
<b>Real Estate</b>	1	7		5
<b>Restructuring</b>		2		1
<b>Tax</b>	1	3		1
<b>Telecoms</b>		3		
<b>Transport</b>	1	2		1

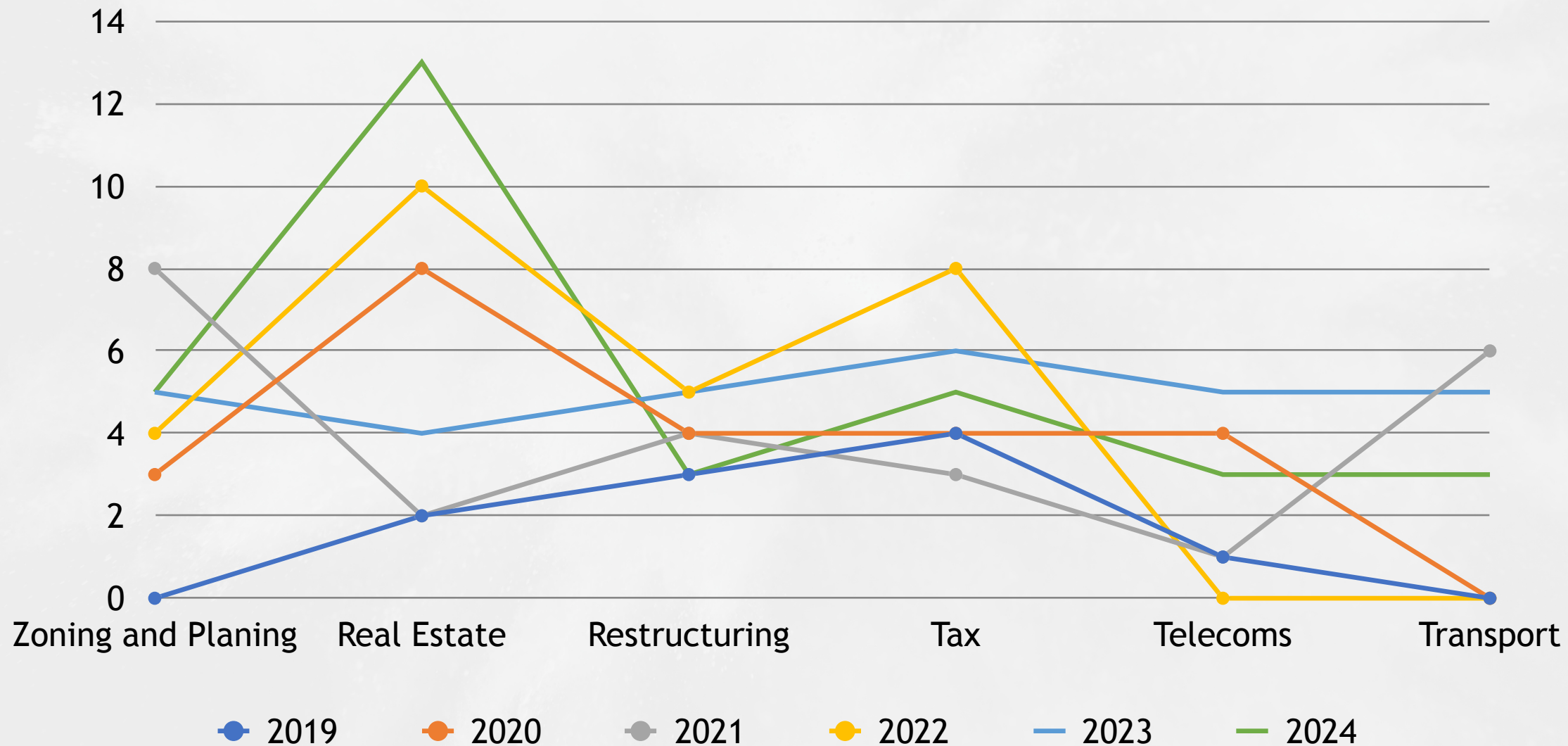
# Total number of changes - Individuals



# Total number of changes - Individuals



# Total number of changes - Individuals



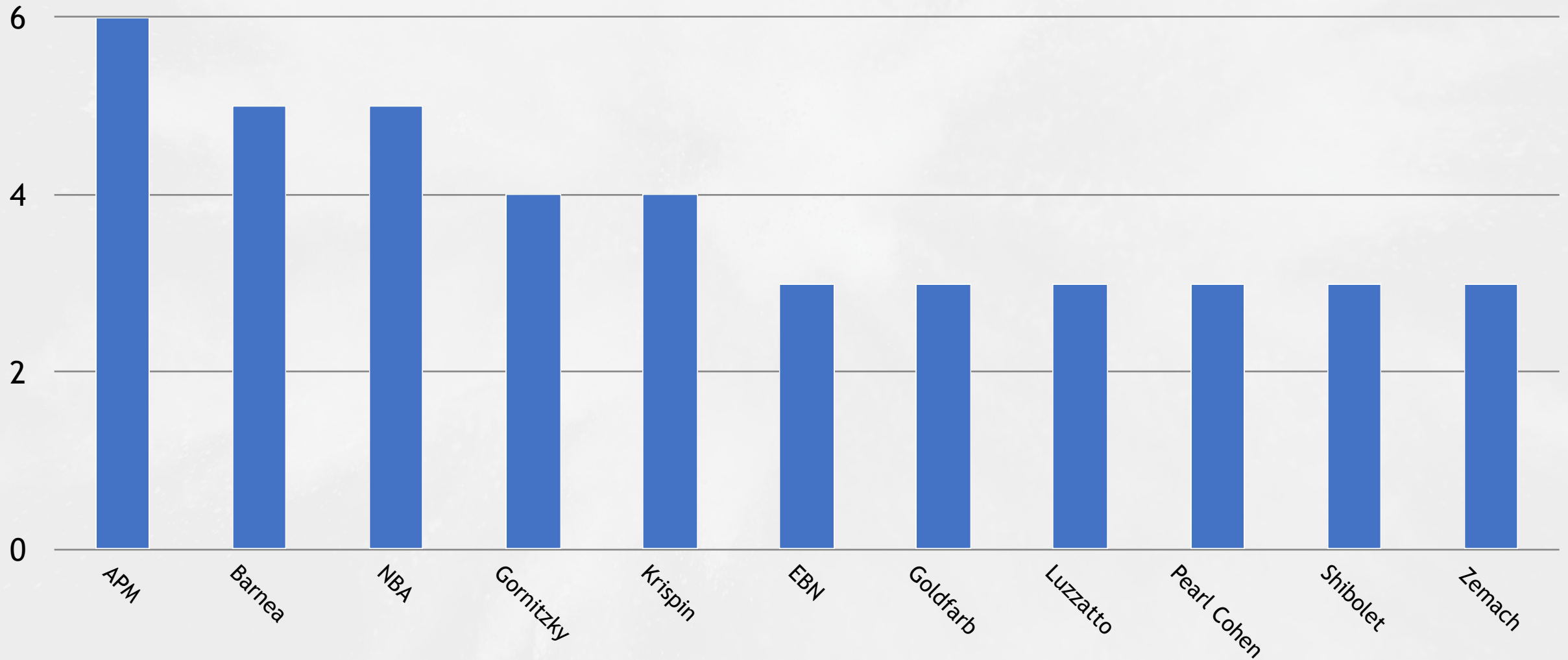




# Firms Overview

2024

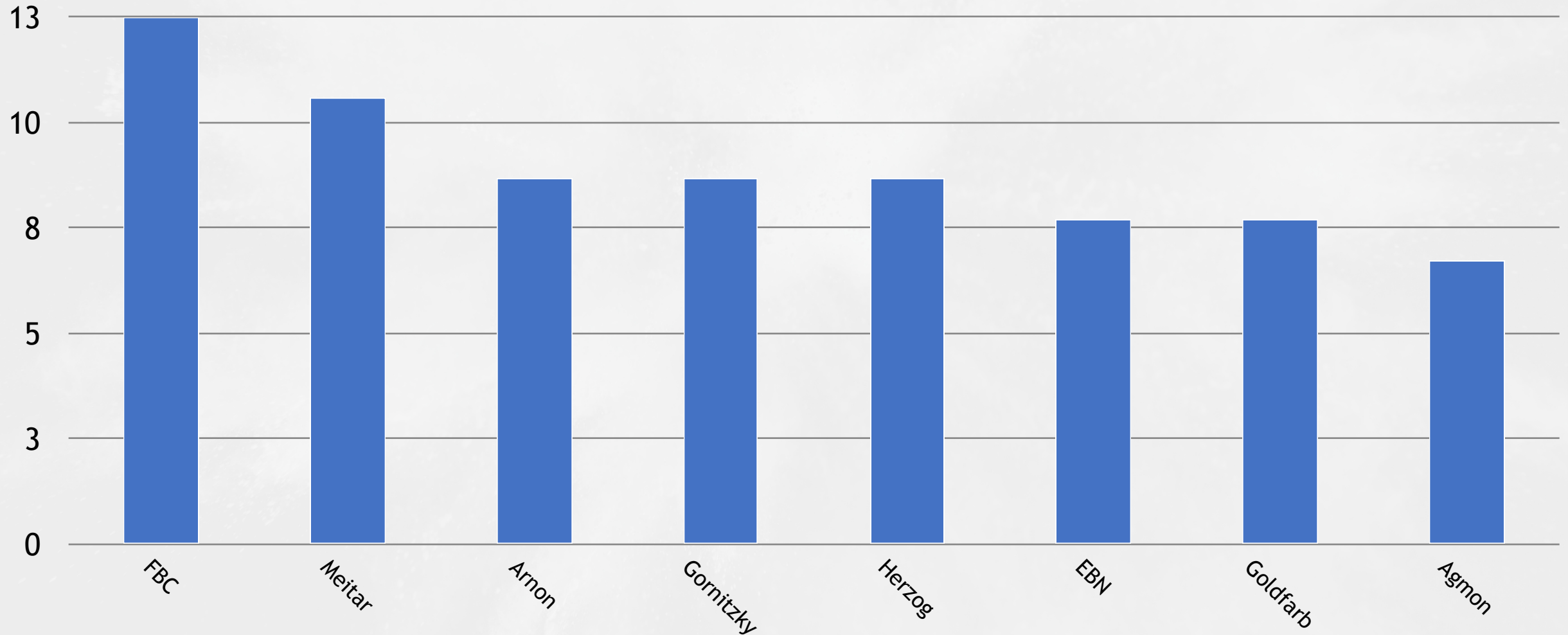
# Best Performing by Practices



# Graph Explained

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

# Best Performing by Individuals

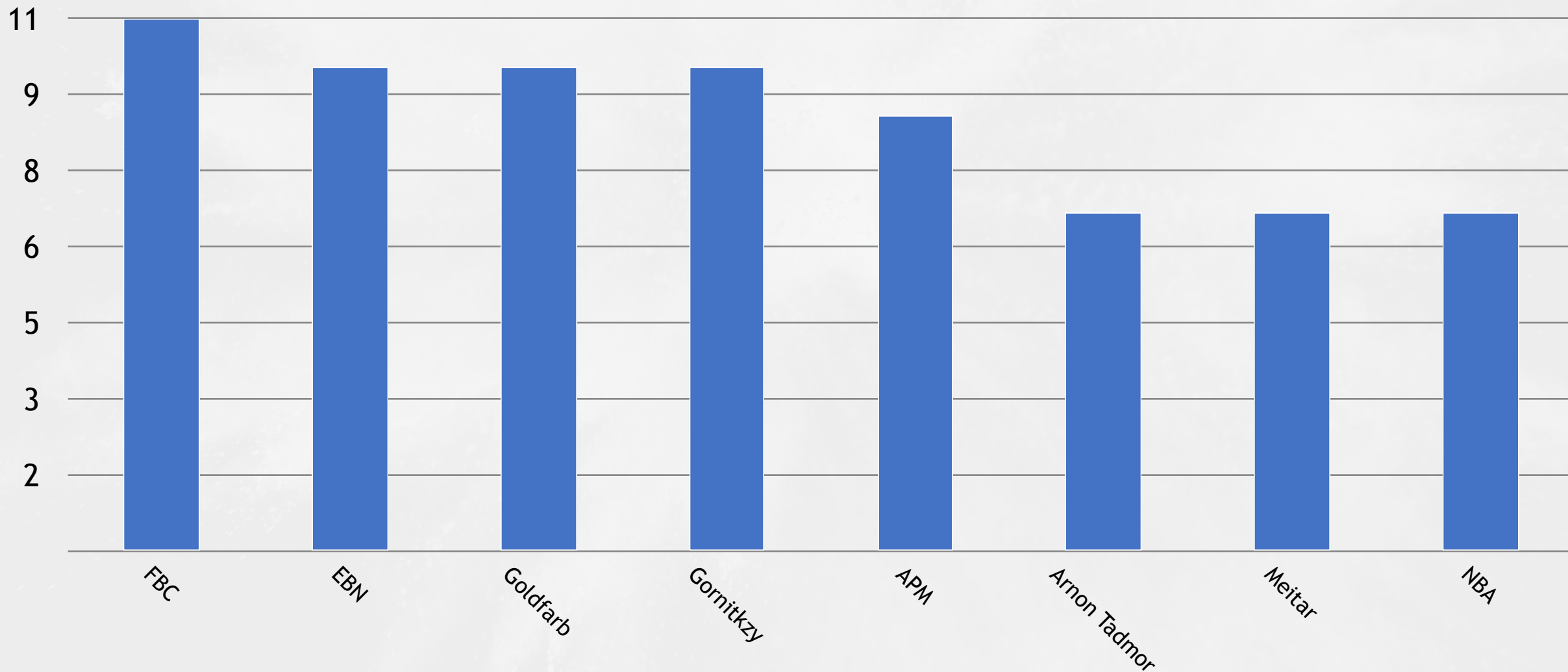




# Graph Explained

- Graph shows total number of improvements (Up+New)
- Individuals table refers to: leading, next generation and rising stars
- 26 additional law firms had 1-6 lawyers entering the individual rankings

# Best Performing Overall



# Graph Explained

- Graph shows total number of improvements (Up+New) practice +individual combined minus down+out
- 19 additional law firms had 2-6 total improvements

# Law firms that climbed to Tier 1

<b>ERM</b>	Banking
<b>Goldfarb</b>	Class Actions, IP:Transactions, Funds
<b>EBN</b>	Employment
<b>Klein</b>	Energy
<b>APM</b>	IP:Transactions
<b>FBC</b>	IP:Disputes
<b>Luzzatto</b>	IP:Patents

2023: 6 moves to Tier 1: FBC, Naschitz, N.Feinberg, S.Horowitz, EBN and Reinhold

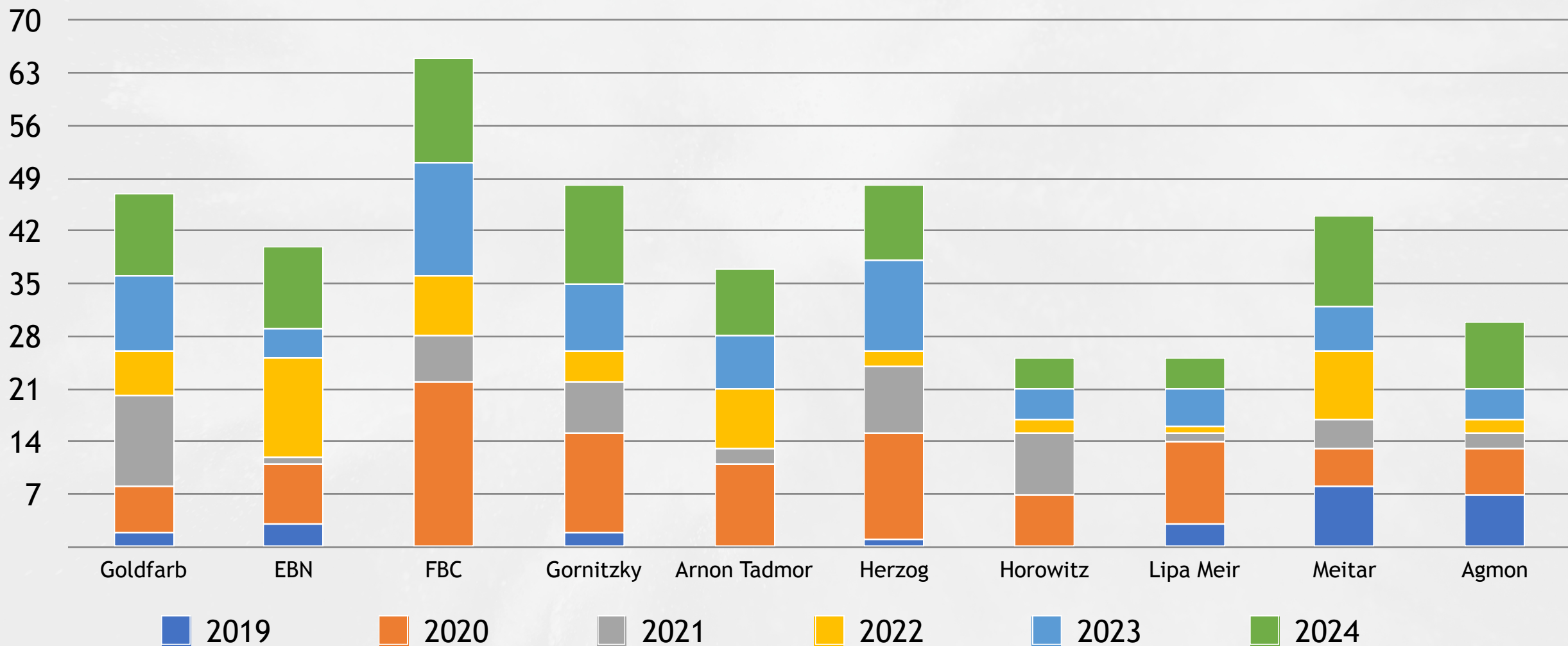
2022: 3 moves to Tier 1: Zecler Argov, Naschitz and Pearl Cohen

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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