

# Ally Law



Ally Headquarters  
400 S 4th St Ste 410, PMB 20162  
Minneapolis, MN 55415-1419  
USA Tel: +1 612 454 5242  
Email: [team@ally-law.com](mailto:team@ally-law.com)  
[ally-law.com](http://ally-law.com)





# An Overview

Wherever your business takes you, our members are there, delivering local business intelligence and value with global depth and reach.

## About Us

**Ally Law is ranked, year after year, a leading law firm network by Chambers and Partners.**

Our 78 independent law firms and 2800+ professionals provide comprehensive legal services to major corporations worldwide.

As an organization of mid-size, local law firms, Ally Law has eliminated the expensive overhead found in the largest law firms, so attention and resources can be focused where it counts—providing the best legal advice possible.

Close coordination among member firms allows our group to better service business clients with their worldwide legal needs. Ally Law has an extensive process to screen members and monitor their service through regular client evaluation. Members must demonstrate consistent client satisfaction to remain in Ally Law.

This allows clients using Ally Law member firms the comfort of knowing their legal work will be handled reliably and consistently worldwide.

# 58

Countries

# 77

Independent  
Law Firms

# +2800

Professionals

# Why Ally Law



**There are more than 300 legal networks.  
Here's how we're different.**

## **High quality, responsive service**

We take your satisfaction seriously and use systems and standards to back that up. Ally Law firms are subject to a strict selection process and must adhere to rigorous client service standards. We then ask firms and clients to provide a written assessment of the services received.

As a network of independent firms, this works to your advantage. Ally Law can remove any firm that fails to meet our service standards or receives poor evaluations.

## **Local rates provide better value**

Each Ally Law firm independently sets rates appropriate to their location. This decentralized, locally based rate structure offers better value for your legal services budget.

We are also open to alternative fee arrangements for sharing the risk or providing greater predictability.

## **Deep and enduring relationships**

Ally Law was founded more than 35 years ago. Many of our firms have worked together for years. We mine these long-standing relationships to meet your needs in 58 countries, saving you the hassle and uncertainty of locating capable counsel on your own.

## **Our business and industry perspective**

It is not enough to understand law theoretically; to be effective, excellent legal skills must be balanced by practical business sense and knowledge about the sector in which you operate. The firms of Ally Law individually and together pursue opportunities to enhance knowledge of your industry. We have significant experience in the healthcare, technology, retail, real estate and leisure sectors, and are noted for our skills in labor and employment, mergers and acquisitions and business litigation.



# Collaboration Success **Ally Law Works!**

**As a global provider of retail, packaging, and construction products expands across the world, Ally Law member firms have provided solutions at every step.**

More than a decade ago, Michigan-based **United Forest Products Industries, Inc.**, began a significant growth initiative, expanding its presence to 262 locations across nine countries. UFPI had already established a strong relationship with Ally Law member firm Varnum LLP, a Grand Rapids-based full-service law firm. Today, nearly a dozen other Ally Law member firms work with the company to provide coordinated legal counsel across jurisdictions, drawing on local knowledge and expertise to negotiate, document, and close dozens of transactions, and provide ongoing counsel with respect to day-to-day operations and other legal challenges.

Drawing on his positive experiences, **Bradley French**, vice president of international investment for UFPI, turned to Varnum for advice on how Ally Law could help the company pursue global opportunities, beginning with initiatives in Australia. Varnum recommended Ally Law's Russell Kennedy, a highly respected firm with offices in Sydney and Melbourne. The initial transactions were successful, which set the stage for more collaboration between UFPI and nearly a dozen Ally Law member firms, to date.

Mr. French offers high praise for his Ally Law colleagues. "The best things about the Ally Law network are the communications, the coordination, and the smooth handoffs as we enter new markets where we need a trusted and value-driven partner. Ally Law firms are pragmatic and solution-oriented, which aligns directly with UFPI's own value proposition. In the end, it's not about the law-firm name, the flair, the size, the scale, or the resources. Although our relationships with Ally Law firms are very positive, it's also not about the "feel." Ultimately, it's about the results and how Ally Law firms offer creative solutions to deliver those results — and at a fair and reasonable value for the client."

Ally Law looks forward to many years of collaboration with United Forest Products Industries!

**UFP Industries | Michigan, USA**



# Collaboration Success **Ally Law Works!**

**When a well-known juice bar and coffee concept wanted to expand its presence into Sweden, it found Fram Law — through an interesting route.**

A member of Ally Law's former Denmark firm (which left Ally Law following a merger with another law firm) had become in-house counsel at a retail company. That lawyer and his former colleagues at **Fram Law** continued to work together, along with a real estate property agent, to identify and acquire leases for the retail company. The agent also found properties for other clients, one of which turned out to be a rapidly growing company with reputation for hip, cutting-edge juice and coffee bars.

Fram Law was ideally positioned to help the company enter the Swedish market. They have since advised the client on the opening of dozens of high-concept stores throughout the country.

With hundreds of stores around the world, it's hard to tell where the company will be going next. But there's every reason to believe that Ally Law will have a local member firm ready to help if called upon.

**Fram Law | Lund, Sweden**



# Collaboration Success **Ally Law Works!**

**When a law firm with offices in multiple jurisdictions face a number of legal and ethical complaints, Vorys earned the client's trust by demonstrating legal and strategic expertise.**

Marty O'Hara, a principal in Chicago member firm **Much**, asked Tony O'Malley, a partner in Ohio and Texas member firm, **Vorys**, to assist a third law firm that has locations in numerous jurisdictions within and outside of the United States. The firm was facing claims of legal malpractice as well as violations of ethical requirements. Although client-privacy concerns prevent a detailed discussion of the matter, the case raised a number of very challenging factual and legal issues that required a great deal of analysis and strategy in order to obtain a positive resolution.

Tony worked with the client over the course of more than half a year. Writing of Tony's work, Marty said, "[He] went above and beyond to create a relationship with the client contact. Together with his tireless efforts on the matter and his instinctive knowledge of the defense of such claims, Tony earned the client's complete confidence early in the engagement."

**Much | Illinois, USA**

**Vorys | Ohio-Texas, USA**