



Creating difference
for a Kasowitz

Duncan Shaw
Executive Creative Director
New York

Transform: Middle East
Brand Summit 2020

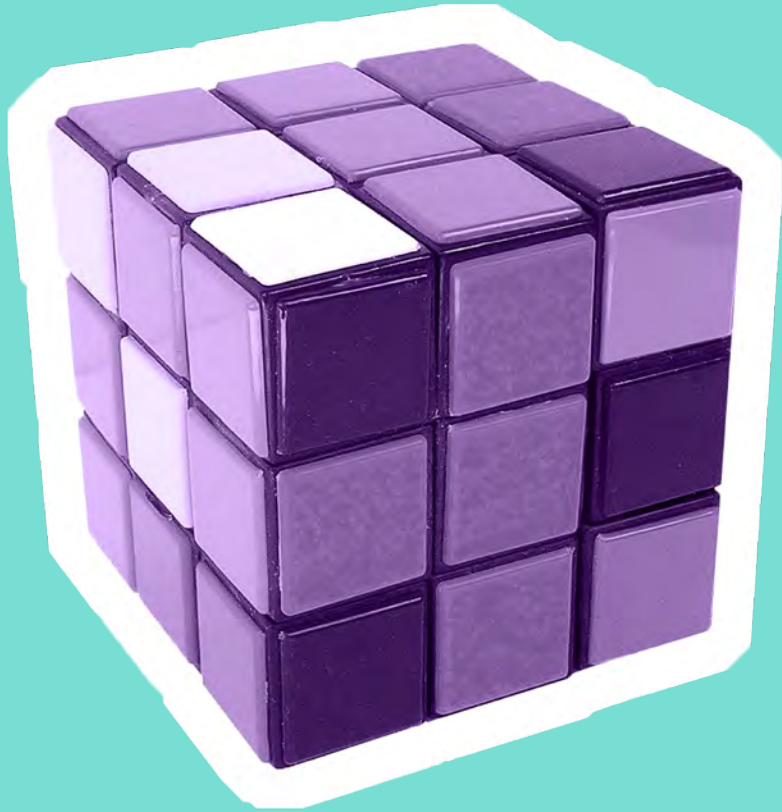
Private & Confidential



CREATING DIFFERENCE FOR KASOWITZ



KASOWITZ: THE CHALLENGE



To revolutionise a litigation law firm's brand in order to gain clear standout from their competitors, drive growth & revenues, and to attract & retain the best talent in a highly competitive sector

KASOWITZ: THE BEFORE, NOT REFLECTIVE OF THE FIRM



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THE FIRM PRACTICE AREAS PEOPLE OFFICES NEWS CAREERS PRO BONO

Marc E. Kasowitz
PARTNER | NEW YORK
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RELATED INFORMATION

PRACTICE AREAS

- Trust Litigation
- Banking Litigation
- Commercial Litigation
- Complex Financial Products Litigation
- Environmental Litigation
- Insurance and Reinsurance Litigation
- International Disputes and Cross Border Litigation
- Investigations and White Collar Defense
- Mass Tort, Toxic Tort and Product Liability Litigation
- Plaintiff Litigation
- Real Estate and Hotel Litigation
- Securities Litigation
- State Attorneys General Practice

EDUCATION

- Cornell Law School (J.D., 1977)
Editor, Cornell Law Review
- Yale University (B.A., cum laude, 1970)

BAR ADMISSIONS

- New York

ASSOCIATIONS / MEMBERSHIPS

- Member of the Advisory Committee, New York Supreme Court - Civil - Commercial Division
- Member of the Board of Directors, New York Legal Aid Society

Investigator* Marc E. Kasowitz, Esq. is a partner at Kasowitz Benson Torres LLP, a leading New York City law firm. He is a career out of (and in) the "big city" (and "big city" is not just the name of the firm's "powerhouse" and "best and brightest" office). He is a frequent speaker at seminars, conferences, and other events and is a frequent contributor to the legal press. He is also a frequent speaker at seminars, conferences, and other events and is a frequent contributor to the legal press.

MBIA, one of the world's largest monoline insurers, in litigation brought by 18 of the world's largest banks seeking to overturn MBIA's corporate restructuring which, with the approval of the New York Department of Insurance (now the Department of Financial Services), established a separate company for MBIA's municipal bond insurance business. After a several-weeks evidentiary proceeding, the New York Supreme Court ruled in favor of MBIA, upholding MBIA's restructuring. The banks agreed to drop their challenge to MBIA's restructuring, and MBIA then received \$1.7 billion in cash and a \$500 million line of credit for its municipal bond insurance business.

Fairfax Financial Holdings Limited, a Canadian insurance holding company, in a \$6 billion New Jersey RICO action arising out of a short-selling attack on Fairfax and its operating subsidiaries by a group of hedge funds and their operatives in collusion with certain purportedly independent securities analysts.

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MICHAEL E. HUTCHINS
PARTNER | ATLANTA
Head of the firm's Atlanta office, Mike has represented many pharmaceutical and chemical companies, and consumer and industrial product manufacturers in a variety of complex toxic tort, product liability, and commercial litigation matters.

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Securities Litigation

Kasowitz's Securities Litigation practice is trial-ready and aggressive, and known for successfully handling belt-the-company litigations for both plaintiffs and defendants. We regularly defend corporations, financial institutions, and directors and officers in securities actions and, for plaintiffs, frequently represent corporations, financial institutions, institutional investors and high net worth individuals in pursuing securities law violations by issuers and other market participants, including in direct actions and opt-out litigation.

Clients have included TPG, Comcast, Federal National Mortgage Association ("Fannie Mae"), FHFA, HSBC Bank, ACA Financial Guaranty, Royal Bank of Canada, Loreley Financing, U.S. Bank and Veleron.

Our securities litigation practice is highly ranked by publications such as *Chambers USA* and *The Legal 500*.

Defense-side representations include:

- TPG**, one of the world's largest private equity funds, in a series of cases relating to a Euro 1.5 billion recapitalization of a Greek telecom company, alleging that the recapitalization was, among other things, a fraudulent conveyance under NY, UK and Luxembourg law with alleged damages in excess of \$1 billion.
- Comcast**, the largest broadcasting cable television company in the world, in securing a dismissal of the largest claim ever filed for disgorgement of short-swing profits pursuant to Section 16(b) of the Securities Exchange Act of 1934. The decision was affirmed by the Second Circuit, a major victory for Comcast.
- Royal Bank of Canada** in securities fraud putative class actions (including the *Newby* class action) stemming from Enron's demise, alleging that RBC assisted Enron in misusing various complicated transactions and financial structures to overstate Enron's earnings and financial health. Kasowitz successfully obtained the dismissal of all claims against RBC.
- MF Global Holdings**, a former global financial derivatives broker, in investigations by the U.S. Attorney's office, the Securities and Exchange Commission, the U.S. Commodities Future Trading Commission and the Plan Administrator for MF Global Holdings in various actions arising out of MF Global Holding's bankruptcy, including an action against its auditors, PwC, seeking more than \$1 billion.
- The Special Committee of the Board of Directors** of video-game maker **Take-Two Interactive Software** in an internal investigation into potential stock option backdating as well as a shareholder derivative action alleging insider-trading and other misconduct.

www.kasowitz.com

PARTNER BRANDS



BRAND IDENTITY: LOGO



KASOWITZ
BENSON TORRES

BRAND LANGUAGE



**THE
ANGLE
IS 50°**

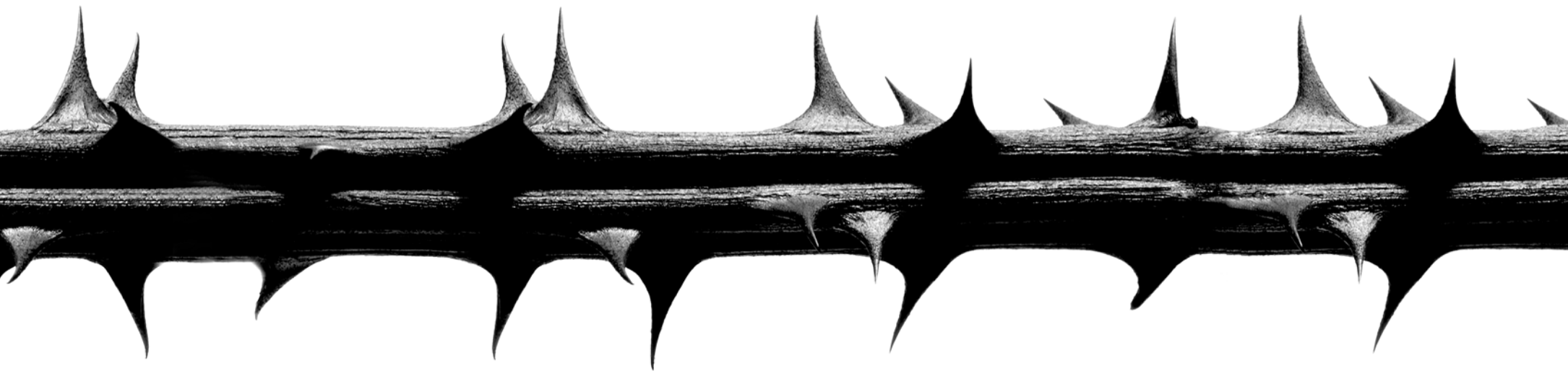


50/50
BLACK/WHITE
YES/NO
WIN/LOSE
RIGHT/WRONG

BRAND LANGUAGE: ALIGNED WITH CONTENT STRATEGY



BRAND LANGUAGE



BRAND LANGUAGE



A SHARP
OFFENSIVE.

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A person in a black shirt and jeans holds a poster. The poster features a white background with a diagonal orange triangle in the top-left and a black triangle in the bottom-right. The text 'A SHARP OFFENSIVE.' is in bold black font. Below the text is a graphic of a sharp, serrated blade or fence edge. The Kasowitz Benson Torres logo and website are in the bottom corners.

RELENTLESS
FOCUS.

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A person in a black shirt and jeans holds a poster. The poster features a white background with a diagonal yellow triangle in the top-left and a black triangle in the bottom-right. The text 'RELENTLESS FOCUS.' is in bold black font. Below the text is a black and white photograph of a dog, possibly a Border Collie, looking intently. The Kasowitz Benson Torres logo and website are in the bottom corners.

ANGLE
OF
ATTACK.

KASOWITZ
BENSON TORRES

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A person in a black shirt and jeans holds a poster. The poster features a white background with a diagonal teal triangle in the top-left and a black triangle in the bottom-right. The text 'ANGLE OF ATTACK.' is in bold black font. Below the text is a graphic of a mechanical claw or gripper. The Kasowitz Benson Torres logo and website are in the bottom corners.

**FOIL YOUR
OPPONENT.**

EXPERIENCE >

**CREATIVE.
AGGRESSIVE.
RELENTLESS.**

PLAY VIDEO



PLAY VIDEO >



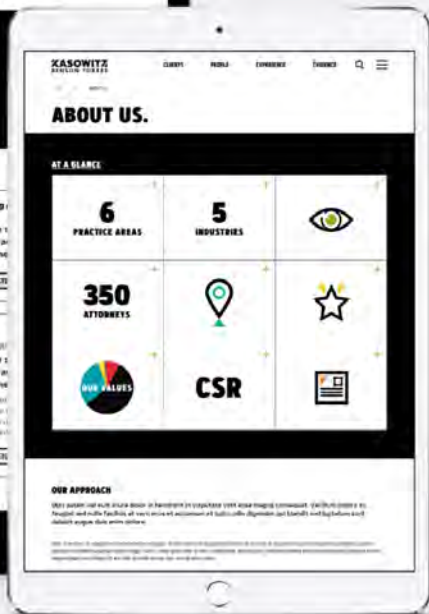
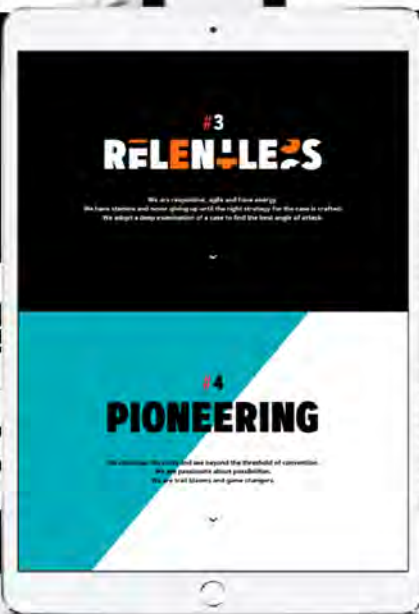
VIDEO
MARC E. KASOWITZ
Founding Partner Marc E. Kasowitz
Speaks About Kasowitz Benson
Torres LLP

Watch Marc speak about his experience growing
our firm.

Marc E. Kasowitz >

MacBook Air





THANK YOU!

