



A Worldwide Alliance of Independent Law Firms



Introduction to TAGLaw



www.TAGLaw.com

TAGLaw: A Profile



TAGLaw is an international alliance of high-quality, independent law firms that provides members with the global reach, relationships and expertise necessary to better serve current clients and grow their client base. Founded in 1999, the alliance today ranks among the five largest legal alliances globally.

TAGLaw members are highly-respected, value-driven law firms with local market knowledge and expertise. Members are carefully chosen based on their reputation, record and on recommendations from existing members and are ultimately approved by the TAGLaw Advisory Board.

TAGLaw is focused on providing opportunities that allow members to maximize their resources and expand their reach. The membership fee is competitive, and the alliance is run by a talented team that has a proven track record of success in the management of professional service alliances.



Leadership

The TAGLaw alliance is managed by The Appleton Group, Inc., located in St. Petersburg, Florida, USA. In addition, the **TAGLaw** Advisory Board of members guides the ongoing development of the alliance.

TIAG Partnership

Founded in 2003, **TIAG** (The International Accounting Group) is an international alliance of high-quality independent accounting firms. The combined alliances provide professional resources and geographic coverage on a worldwide scale. Learn more about TIAG by visiting www.TIAGnet.com.

TAG Academy

The Appleton Group, Inc. created **TAG Academy** in 2007 to fill a growing need for easily accessible professional education and development. **TAGLaw** member firms around the world have access to a collection of more than 100 web-based courses on a variety of topics including technical legal, management, marketing, and business development. Learn more about TAG Academy and browse our course library by visiting www.tagacademy.com.

“Over and over, I am impressed by the service we are able to provide to our clients because we are confident in the outstanding representation TAGLaw members provide throughout the world.”

—J. Smiley
Lindquist & Vennum
Denver, CO, USA

The TAG Alliances™



Combined Global Reach



90+
Countries



260+ / 530+
Firms / Offices



15,725+
Professionals



TAGLaw Current Totals		
Countries: 87		
Total Firms: 155		
Total Offices: 328		
Region	Lawyers	Firms
Asia Pacific	1477	15
Europe	2153	47
Latin America	975	23
Middle East/Africa	405	14
North America	4403	56
Totals	9413	155

TIAG Current Totals		
Countries: 65		
Total Firms: 117		
Total Offices: 226		
Region	Employees	Firms
Asia Pacific	1223	22
Europe	2078	35
Latin America	962	27
Middle East/Africa	318	13
North America	2072	20
Totals	6653	117

TAG-SP Current Totals	
Countries: 11	
Total Members: 12	
Total Offices: 38	
Region	Members
Asia Pacific	2
Europe	3
Latin America	1
Middle East/Africa	2
North America	4
Total Firms	12

TAGLaw Compared to Global Law Firms



300+ Offices (145+ firms)
80+ Countries
9,000+ Qualified Lawyers



77 Offices
31 Countries
4,200 Qualified Lawyers

BAKER & MCKENZIE

69 Offices
42 Countries
3,800 Qualified Lawyers

CLIFFORD
CHANCE

34 Offices
24 Countries
3,200 Qualified Lawyers

As of May, 2012, © Carole Silver, Professor of Law,
Indiana University Maurer School of Law.

Benefits of Membership



Protects Your Client Base

The nature of doing business in a global economy, as well as the unpredictability of your clients' businesses, creates the distinct possibility that your clients will one day need either legal and/or accounting support outside of your geographic capabilities. The ability to safeguard your client base will hinge on how well you can provide help beyond your own region.

Gives You a Competitive Edge

When choosing a new law firm, a business is looking for the extra benefits that the law firm brings to the relationship. **TAGLaw** members can differentiate themselves from their competitors by providing legal and accounting expertise worldwide, and having access to colleagues with a broader range of expertise than a single firm can provide.

Inbound Referrals

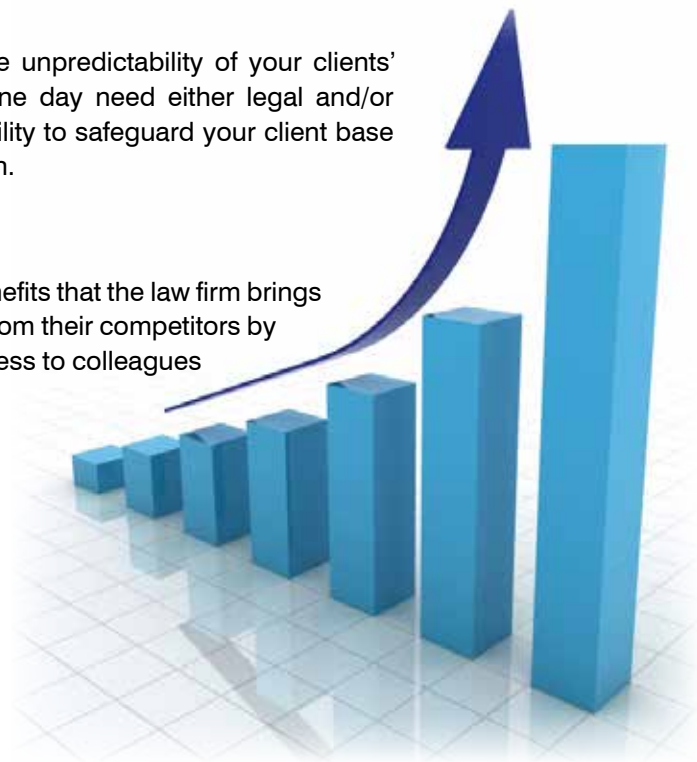
Being part of an alliance increases the likelihood of receiving new business opportunities that flow into your area from regional, national and international sources. Members of **TAGLaw** become the beneficiaries of referrals from not just the legal alliance, but from **The International Accounting Group** as well.

Raises Firm's Profile

The international relationships developed with lawyers worldwide will open more doors of opportunity for member firms and simultaneously raise a firm's profile as well as the caliber and expertise of individual members. The firms that take advantage of and promote this increased profile will attract new business locally.

Delivers Value

Members with questions about issues outside of their local areas can post questions to the alliance as a whole or to specific members. Responses are typically received within 24 hours.



"Through TAGLaw, we have been able to connect with medium-sized firms, like ourselves, who understand our business and the needs of our clients. Our clients have been introduced to lawyers from as far and wide as Russia and Panama and all at the drop of a hat."

—Simon Fitzpatrick
Boodle Hatfield
London, England

Developing Relationships



TAGLaw provides a number of vehicles to help members develop and capitalize on working relationships.

Conferences

The alliance hosts two international conferences a year for its members. At each conference, experts from around the world come to share insights and experience with attendees for immediate use on return to their office. However, the greatest value of the conference is to allow members to meet one another and spend time working together in order to form relationships, giving them confidence about future collaboration. Conferences are typically held in North America and Europe. Occasionally we have a conference in another region of the world. As a benefit for **TAGLaw** and **TIAG** members, conferences include an overlapping day where members from each alliance have the opportunity to interact together.

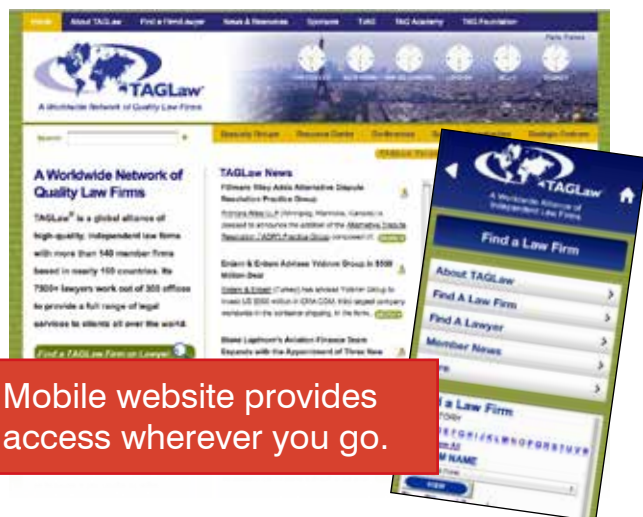


Specialty Groups

More than twenty Specialty Groups are organized by practice areas and industries. These groups help members share expertise and knowledge and can increase the flow of referrals among members. In addition to communicating through group mailing lists, the Specialty Groups hold sessions at the semi-annual conferences.

Marketing & Branding

Each year, **TAGLaw & TIAG** publish and distribute hundreds of member articles and news items, increasing a member's visibility within **TAGLaw & TIAG** and the public at large. **TAGLaw & TIAG** have numerous LinkedIn Groups where more than 500 members, and counting, are able to connect with each other digitally. Our aggressive public relations methodology, allows us to distribute press releases to international media outlets including CBSNews.com, Accounting Today, and a variety of business and industry journals. These combined efforts help to raise the profile of **TAGLaw & TIAG** and our members around the world.



Website

Information is always available at your fingertips through the alliance website, www.TAGLaw.com. As a member you will have access to the "Members Only" section where you will find marketing and branding tools, Specialty Group information, and upcoming conference details.

The website also includes detailed firm profiles with biographical information about the members and their photos and also *Doing Business Guides* to aide you in doing business around the world.

As a **TAGLaw** member you will also have members-only access to the **TIAG** website www.TIAGnet.com.



THE TAG ALLIANCES™ Spring International Conference

Edinburgh | Sheraton Grand | May 4-6, 2015



THE TAG ALLIANCES™ Fall International Conference

October 26-28, 2015

Loews Santa Monica Beach Hotel
Santa Monica (Greater Los Angeles)