

# News Release

## For Immediate Release



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### **MW Law PC in Dallas delivers fractional legal counsel, debuts FlexGC™ for small- and mid-sized businesses**

DALLAS—Nov. 11, 2009—MW Law P.C. in Dallas is helping small- and mid-sized businesses manage legal contracts, mergers and acquisitions, employment issues and more with a “when- you- need-a-lawyer” approach called FlexGC™, a flexible, fractional legal service that cuts costs while delivering senior-level legal expertise.

“Companies are looking for alternatives to the high hourly rates that have become standard at many law firms,” said Mark L. Weintrub, founder and president of MW Law, P.C. “With fractional legal service, you get as-needed, when-needed legal counsel. Plus, with a flat fee structure rather than hourly rates you don’t pay for every phone call, letter, fax and e-mail. That’s the power and practicality of [FlexGC.](#)”

FlexGC or Flexible General Counsel is usually designed as a monthly legal service, with Weintrub and the client identifying specific legal needs. It begins with an initial assessment coupled with managing the most urgent risks and legal concerns, followed by a streamlining of a company’s more routine legal needs.

“Every company faces contractual agreements, employment issues, what to do about intellectual property and more,” said Weintrub. “I’m especially valuable to smaller companies that don’t have in-house representation. And for corporate legal departments, they get someone who understands their needs intimately. Both need a practical, business-minded, street smart lawyer who will work with them. That’s our added value.”

For Andrew Levi, founder and president of [Aztec Systems](#), a managed services technology company in Carrollton, Texas, FlexGC is ideal. “It’s practical for my pocketbook,” said Levi, “But more importantly, Mark understands what a CEO needs to accomplish, from employee matters to mergers and acquisitions. It’s a business model that gives Aztec an advantage. Bottom line, when I need him, he’s there. It’s ideal.”

FlexGC includes:

- Customized as a “fractional” or “outsourced” legal services
- A program built on each client’s needs and budget
- An initial client assessment matched with an explanation of MW Law’s practical “legal advice/business sense” approach

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- Eliminates the “meter is running/incremental cost approach” model
- Flat monthly fee pricing
- No excessive “nickel and dime” expenses for calls, e-mails, facsimiles, letters and more

In addition, MW Law offers legal services on an hourly, project or crisis consultation basis. MW Law specializes in contracts and documents, mergers and acquisitions (buying, selling and start-ups), corporate governance and board related communications, employment issues and intellectual property.

Weintrub founded MW Law P.C. in July 2008 in Addison, Texas, after more than 20 years of serving as general counsel for publicly held and privately held companies, including GGNC-General Nutrition Centers, Inc., Authentix Inc., MDI Inc. (formerly Ultrak Inc.) and Jacuzzi Brands, Inc. Weinrub also worked at business litigation firms, including Middleberg, Riddle & Gianna in Dallas, and Linn & Neville in Oklahoma City, Okla.

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