

## Corporate Fact Sheet



- Company:* MW Law, P.C.  
MW Law, P.C., led by Dallas business attorney Mark L. Weintrub, is a Dallas-based legal services firm that delivers fractional general counsel, also known as “outsourced general counsel” for small- and mid-sized companies. With FlexGC™ or Flexible General Counsel, businesses tap the experience and expertise of a senior executive with legal sophistication and business savvy, as needed, when needed. Weintrub formed MW Law in July 2008 in response to a growing need among businesses requiring legal advice and business sense that provided an alternative to “the law firm approach” of high hourly rates and nominal service.
- Locations:* 15851 Dallas Parkway, Suite 600  
Addison, Texas 75001  
Phone: (214) 561-8607  
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Web: [www.generalcounseltx.com](http://www.generalcounseltx.com) or [www.genctx.com](http://www.genctx.com)
- Leadership:* Mark L. Weintrub, founder and president, [mark@generalcounseltx.com](mailto:mark@generalcounseltx.com)
- Founding Date:* July 2008
- Revenue:* As a privately held firm, MW Law, P.C., places great value on the confidentiality of its financial data.
- Client Type:*
- Small- to mid-market companies, public or private, throughout Texas, concentrating in the greater Dallas-Fort Worth area that typically do not have in-house general counsel
  - Annual revenue of \$5 million to \$500 million
  - Serve companies in technology, manufacturing, software/data management and professional services
  - Companies led by driven, entrepreneurial doers and dreamers, usually males in their 40s, highly motivated, educated, articulate and professional. They are focused on running a successful company and don’t have the money—or don’t want to spend the money—on full-time in-house general counsel, OR they have an in-house legal team that needs complementary legal advice and support.
- Clients:*
- Aztec Systems Inc., Authentix Inc., Axyon Consulting L.L.C., Pioneer Strategy Group L.L.C. and Smart Holograms Inc., among others
- Differentiators:*
- Fractional legal counsel, also termed “outsourced legal counsel, which MW Law offers as FlexGC™.
  - Flat monthly rate minus “the nickel and dime” costs of law firms
  - Business leadership matched with legal stamina, expertise and experience
  - Distinctly “fractional”—not just a sales arm of a larger law firm
- Pricing:* Flat monthly rate minus “the nickel and dime” pricing approach of many law firms

*Services:*

FlexGC™

Flexible General Counsel or FlexGC is a “fractional legal counsel” service offering for small- and mid-market businesses that do not require a full-time legal team or do not want to retain an expensive law firm for everyday business matters. FlexGC offers:

- Customized legal services delivered 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
- Specified number of days per month, number of months
- Flat fee pricing, typically ranging between \$3,500-\$10,000 per month
- No excessive “nickel and dime” expenses for calls, e-mails, facsimiles, letters and more

*Other Services:*

- Hourly, legal services
- Mergers and acquisitions by project, legal services
- Crisis consultation, legal services
- Legal Department/Management of External Counsel, legal consultation services
- E-Discovery, legal consultation

*Areas of Expertise:*

**Contracts & Documents**

Analyze, develop and update contracts, all in order to protect business risks

**Employment Issues**

- Identify, create, update and maintain written employment manual, and related policies and documentation
- Review current business wages, salary and hourly payment practices
- Train executives and managers about employment laws, issues and techniques to prevent harassment, retaliation and discrimination

**Intellectual Property**

Identify and implement processes and practices that protect the company, i.e., intellectual property rights, confidentiality and trade secret agreement, among others.

**Buy, Sell or Start-Ups**

Optimizing company structure, value and involvement among shareholders, executives and employees are paramount for ventures of all types, from start-ups to mature companies seeking to sell.

*Why MW Law?*

**Legal Advice. Business Sense.** MW Law’s Mark Weintrub matches solid legal advice with the realities and practicalities of business operations, P&L and growth strategies. MW Law serves as a sophisticated business advisor and legal counselor.

**Experience.** Clients get a senior executive lawyer who has worked the trenches as a litigator, in-house general counselor and at law firms. Weintrub has also worked for large public companies and small privately held companies.

**Pricing.** The pricing model does away with the “law-firm gravy train” approach. No “per hour” and no “per charge” for phone calls, correspondence, faxes, meetings and more. FlexGC is flat fee-based for added ease, added value.

*What Customers Say:*

“Going fractional and going with Mark is just common sense for our company. Mark knows business, knows law and knows what I need, and he gets it done right.”

–Kent Mansfield, senior vice president, Smart Holograms, Dallas

“We were going through a number of new acquisitions and tapped Mark to make it all happen. He quarterbacked all the deals and was instrumental in making the deals happen. He’s available when I need him, and he stays on top of managing his time per month. I trust him implicitly.”

–Andrew Levi, CEO, Aztec Systems, Dallas

*About Mark L. Weintrub:*

- Founder and president of MW Law P.C.
- Experience “on both sides of the table,” working as a law firm attorney and as in-house general counsel for large and small companies. Experience includes:
  - MW LAW, P.C., Dallas (July 2008-Present)
  - GENERAL NUTRITION CENTERS INC. (GNC), Pittsburgh, Pa. (April 2006-October 2007), serving as senior vice president, chief legal officer and secretary
  - WEINTRUB LAW P.C., Dallas (March 2004-March 2006)
  - AUTHENTIX INC., Dallas (July 2001-March 2004), serving as vice president administration, general counsel and secretary
  - MDI INC. (formerly Ultrak Inc.), Lewisville, Texas (1999- 2001), serving as vice president administration, general counsel and secretary
  - JACUZZI BRANDS INC. (formerly Eljer Industries Inc.), Dallas (1993-1999), serving as associate general counsel-operations
  - MIDDLEBERG, RIDDLE & GIANNA, Dallas (1990-1993)
  - LINN & NEVILLE, Oklahoma City, Okla. (1986-1990)
- Licensed to practice law in Texas, Oklahoma and Pennsylvania
- A member of the American Bar Association and the Association of Corporate Counsel
- A published author, with articles in *Texas Lawyer* and *The Environmental Corporate Counsel Report*, among others.
- A frequent speaker on business litigation topics, such as “Effectively Forecasting, Monitoring and Managing Your Legal Budget”, “Electronic Billing: Utilizing Technology Tools For Budget and Matter Management” and “Best Practices in Managing Labor and Employment Issues”, among other topics.
- A 1983 graduate of the University of Missouri School of Business and Public Administration
- A 1986 graduate of Oklahoma City University’s School of Law
- Lives in Plano, Texas, with his wife and two children

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