

# CEO

## REPORT 2013

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**THE CHANGE INITIATIVE:**  
Action vs announcement



**WORLD SECURITY:**  
Ahead of the security curve



**SUNIL THACKER:**  
Winning on the client's terms



**Y&R:**  
Y&R continues to resist the usual



**ALPHA TOURS:**  
On the path to glory



**VOICETRUST:**  
Proof of life



**EULER HERMES:**  
Interview with Massimo Falcioni



**PLANB:**  
Plan B and brand activation

# SAP

## Game changers

# Winning on the client's terms

## - but not at any cost

Lately, the business world has been left in awe, courtesy of the latest craze involving patent troll shakedown. Scammers have used some vague and highly questionable patents, combined with a series of shell companies, to send out thousands of letters to small and medium businesses, demanding an amount of money per employee from any companies that have scanners connected to networks which have 'scan to email' functions (as most new scanners do).

The moral of the story: Big corporations are thriving grounds for business lawsuits, but being small is not necessarily being safe, either.

It is inevitable that in any business - big or small, local or foreign, public or private - disputes will arise. Such disputes are often disruptive and costly to corporations, but it is the latter's responsibility to find the most efficient and effective means possible to reach a positive outcome and get back to business. The pace of modern business dictates that all such disputes are resolved quickly and in a cost-effective manner.

In such scenarios, winning at any cost is seldom an option but winning on the client's terms is essential. Sunil Thacker, a Partner with Sunil Thacker Associates (STA\*), a full practice firm which advises clients from a wide variety of business sectors, stresses that the goal is to match the client's commercial interests with the various legal options available to them. Sunil's practice covers a wide-range of disciplines from relatively simple matters to highly complex cases including litigation, negotiation and settlement, arbitration or alternative dispute resolution and cross-border M&A. According to Sunil, today's corporations need full practice firms which are laser-focused on their clients' interests and objectives and understand that not all cases require the same approach.

Referring to his company's Code of Practice, Sunil highlights "We only try cases that should be tried and aggressively seek alternative solutions when they should not. We work collaboratively with our clients throughout the process to ensure that legal and business decisions are compatible—from early evaluation, to strategy development and budgeting, to trial."

With offices in Europe, Asia and upcoming



Sunil Thacker

office in Canary Wharf, London, attorneys at Sunil Thacker Associates strongly believe 'good is not good enough'.

"We well understand that in many events, when a client contacts us, the simple answers may have already been explored. We embrace the challenge [that comes with] bringing even the most complex arrangements to successful conclusion." says Surinder Tambar, an associate at STA.

STA works closely with international law firms, consulting firms, accounting firms, investment bankers and venture capitalists worldwide to provide its clients with complete legal solutions.

### *No substitute for actual courtroom experience*

Sunil recommends that practice firms are always involved in a lot of behind-the-scene work to achieve the best practical solutions for their clients. But in cases involving complex disputes or litigations, the fast pace of the modern business world dictates that there is no

substitute for the actual courtroom experience.

STA have been representing companies, officers, directors, underwriters and accountants in shareholder class action lawsuits, derivative and M&A litigation and other complex commercial litigations. The company brims with experience in civil and criminal litigation and also in matters involving breaches of fiduciary duty and representing board committees in various types of corporate investigations.

Sunil Thacker works with a diverse team of attorneys who speak English, Arabic, German, Russian, Turkish, Hindi and several other languages and these attorneys have gained experience in domestic as well as foreign jurisdictions, providing extensive advice on wide range of matters including mergers and acquisitions (domestic and cross border), construction and real estate, Dubai property laws, banking and finance, besides litigation and international arbitration. ●

*[\*STA is a registered trademark of Marwan Mohammed Advocates and Legal Consultants]*