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### LawLoop.com Expands the Cloud to Offer a Complete Solution for Lawyers

LawLoop.com Launches at LegalTech 2012 with Innovative "Loop" Cloud Technology to Transform the Legal Industry

LegalTech New York 2012  
Booth 2020

NEW YORK—(BUSINESS WIRE)—**LegalTech 2012, Booth 2020**—LawLoop.com, ([www.LawLoop.com](http://www.LawLoop.com)), the complete cloud computing solution for lawyers, today announced its official company launch at LegalTech 2012 in New York. LawLoop.com provides a cloud-based solution that reinvents the way law firms of all sizes can securely and efficiently operate, collaborate and communicate.

LawLoop.com takes cloud-based solutions to the next level with uniquely designed "Loops" to safely and cost-effectively share documents, software and information both internally and externally. LawLoop.com's advanced networking feature uses individualized profiles and enables to create more transparent virtual collaboration that increases firm and project productivity.

"What IPod did to revolutionize the mp3 player, LawLoop.com's 'loop' technology will do to revolutionize cloud computing."

LawLoop.com was founded by attorneys Tom Zuber, Oliver Tallieu, Jeff Zuber and Josh Lawler, who were all also founding partners of Zuber and Tallieu LLP, in 2003. Zuber and Tallieu represent eight Fortune 100 companies, including cultural touchstones like the Coca-Cola company and iconic government entities, including the FDIC and CAPERS. Tom Zuber and Oliver Tallieu serve as Co-CEOs of LawLoop.com while Jeff Zuber and Josh Lawler serve as Co-Chairmen. Together they bring extensive legal backgrounds and entrepreneurial know-how from growing their own global firm from the ground floor.

"Cloud-computing is the future of technologies that will enable industries to better serve clients, integrate business solutions and collaborate virtually in a global network," said Oliver Tallieu. "LawLoop.com elevates the functionality, security and communication capabilities of cloud-based solutions for the legal industry to a level not yet offered in the marketplace."

As the creator of LawLoop.com, Tom Zuber developed the "Loop" architecture to assimilate all the software, documents and networking tools necessary for front- and back-end legal operations bundled into one convenient solution. Every component of a LawLoop.com "Loop" is accessible through one online portal, eliminating the need for any computer hardware other than a terminal to the cloud and a document scanner. LawLoop.com is affordable enough for a one-person legal practice and robust enough for a top-ranked international legal enterprise.

"This is just the beginning of how the cloud will transform the way business is done, and LawLoop.com is leading the way with our novel cloud-based technology," said Tom Zuber. "What IPod did to revolutionize the mp3 player, LawLoop.com's 'loop' technology will do to revolutionize cloud computing."

LawLoop.com invites participating members of LegalTech 2012 to attend "The Lawyer's Inevitable Move to the Cloud" taking place January 31<sup>st</sup> in Boston North. This educational seminar will feature a distinguished panel to address what every firm should know about conducting business in the cloud. The topics include:

- How Lawyers Can Improve Client Services in the Cloud (10:30 am – 11:45 am)

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• Moderator: Tom Zuber, Creator and Co-CEO, LawLoop.com

• Panels:

- Monika Lahri Selmont, Associate General Counsel, Citigroup
- David Michal, Partner, Zuber & Tallieu
- Jeffrey S. Rovner, Managing Director of Information, O'Melveny & Myers

- Top 10 Ethical and Practical Implications of Moving to the Cloud (2:00 pm – 3:15 pm)

• Moderator: Oliver Tallieu, Co-CEO, LawLoop.com

• Panels:

- Andrew Diaz Mateo, Assistant Vice President and Senior Counsel, The Hartford
- Rafi Zeroutan, Attorney, Zuber & Tallieu

- Security in the Cloud (3:45 pm – 5:00 pm)

• Moderator: Josh Lawler, Partner, Zuber & Tallieu

• Panels:

- Andrea Ruggieri, Director of Legal Services, Cisco Systems
- Walter O'Brien, CEO of Scorpion Computer Services

Expert panel members include Walter O'Brien, one of the world's leading authorities in the application of computer science and artificial intelligence that solve industry challenges. O'Brien also serves on the LawLoop.com Advisory Board alongside accomplished professionals from the legal and technology industries including Alan Rotherberg, Co-founder and former Managing Partner of Manatt Phelps and First Century Bank Chairman of the Board and CEO.

For more information visit [www.LawLoop.com](http://www.LawLoop.com). For a free demo at LegalTech 2012 visit **Booth 2020**.

#### About LawLoop.com

LawLoop.com is a complete cloud computing solution, created by lawyers for lawyers. It revolutionizes legal enterprise software by integrating the next generation of front- and back-office software, in the cloud, through an online business-networking platform. LawLoop.com allows professionals to manage and share documents seamlessly and securely and to more efficiently collaborate with colleagues. LawLoop.com's next-generation technology has resulted in over 10 patents and patents pending. Discover more at [www.LawLoop.com](http://www.LawLoop.com).

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