



Promotion

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New Jersey's 'Go-to, Stay-With' Business Law Firm

Herten, Burstein, Sheridan, Cevasco, Bottinelli, Litt & Harz, L.L.C.

When new clients sign on with Herten, Burstein, Sheridan, Cevasco, Bottinelli, Litt & Harz, L.L.C., they tend to stay a while. A long while.

"Not only are we the go-to law firm for New Jersey businesses," says founding partner Thomas J. Herten, "we're the stay-with firm." Long-lasting client relationships are the norm here.

What keeps clients coming back, Herten says, is the firm's "proactive, preventive approach. While we're strong in litigation, we prefer to help clients avoid litigation whenever possible." Relying on experience and creativity, "we focus first on drafting sound documents, whether for an M&A transaction, a commercial real estate venture, an employment matter or an estate planning device to address our client's concerns."

More often than not, he says, "when a client retains us for, say, business litigation, they'll wind up asking us to negotiate a contract, provide labor and employment advice, or prosecute a patent or trademark application as well. They may want us to develop a compensation program or do estate planning for their senior execs — you name it. Before we know it, we're part of the client's family."

Take Michael Halpern, president of International Shoppes, LLC. After moving from one large Wall Street firm to another in search of the right one to handle his company's contract, leasing, real estate, and labor and employment needs, he was referred to Herten Burstein.

"I transferred my business to Herten Burstein and have been completely satisfied ever since," Halpern says. "They give us big-firm service with small-firm attention to our needs. I go to them on a regular basis." Part of Herten Burstein's strength is its interest in understanding each client's business and its specific needs and goals.

Roll-Up-the-Sleeves Law Firm



Thomas J. Herten

Herten Burstein offers a wide range of services to fill a broad spectrum of business needs. It serves clients of all sizes in an efficient, well-reasoned, cost-effective manner. Clients benefit from the combined expertise, judgment and knowledge of some of New Jersey's most talented business attorneys.



Herten Burstein's senior attorneys, including members and counsel, lead all efforts on behalf of the firm's clientele.

"As a matter of course, when a client comes to us with a problem, several of us will sit down together, roll up our sleeves, and engage in a free exchange of ideas until we come up with a strategy or result we're proud to take back to the client," Herten says. "Often, we'll come up with a solution that solves the client's problem earlier than they expected." Herten and his colleagues at the firm take pride in serving as valuable business advisors, negotiators and litigators for middle-market businesses to international corporations.

Its ever growing client base comes to the firm in many different ways. Not long ago, an international pharmaceutical company needed additional representation in New Jersey to defend against a significant number of claims. After performing its due diligence, it reached out to Herten Burstein. "The relationship has expanded over time," Herten says. "Working in concert with our co-counsel, the wins we achieved in New Jersey served as the impetus to resolve many similar cases around the country."

Herten Burstein's reputation for excellence extends beyond the Garden State. National law firms and in-house counsel from New York, California, Texas, Washington, D.C., and Boston routinely recommend Herten Burstein to their clients in need of representation in New Jersey. Mitchell Cohen, general counsel of Gordon Brothers in Boston, echoes the feedback received from many of the firm's clients and referring attorneys. "We were aware of a cutting-edge win the firm achieved in a Delaware bankruptcy proceeding. We had a need for creative, accelerated legal work in a New Jersey-based matter, and the road led to Herten Burstein. They now represent us nationally on labor and employment issues and other matters.

"We are a demanding consumer," says Cohen. "I can confirm that Herten Burstein is a 'go-to and stay-with' firm."

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