

## Greenberg Traurig Launches Legal Innovation Subsidiary

By **Aebra Coe**

*Law360 (June 11, 2019, 8:55 PM EDT)* -- Greenberg Traurig LLP has set up a subsidiary that it says will serve as a platform for various legal industry players to collaborate in their efforts to innovate legal services delivery, the firm announced Tuesday.

The new entity, called Recurve, is a shared services platform available to law firms and their corporate clients, as well as other categories of professionals in the legal industry, such as those specializing in technology, staffing and innovation. The idea is to bring people and resources together to find solutions to the industry's legal service delivery needs, a Greenberg Traurig spokesperson told Law360.

The entity is a wholly owned subsidiary of Greenberg Traurig and will operate with the help of outside investments, the firm said. And while the firm is its founding member, Recurve will not practice law.

"Recurve is intended to become the first law firm-founded, third party-financed global collaboration platform solely focused on creative innovation in the support of the delivery of legal services," Greenberg Traurig executive chairman Richard A. Rosenbaum said in a statement. "We are pleased to establish this unique and nimble business."

Recurve's core focus areas, according to the firm, include legal technology, artificial intelligence, project management, alternative staffing, value-based pricing and physical office space innovations.

The subsidiary will have headquarters in Tel Aviv, Israel, Warsaw, Poland, and Denver, and operations in Texas, Florida and Germany. It will be run by a team of "innovation architects" — people who specialize in legal services innovation — that will serve as the point of contact for Recurve's clients and direct them to helpful resources, the firm said.

"Recurve will work outside the traditional legal model to provide previously unavailable tools and efficiencies in the legal ecosystem, bringing together diverse talents and resources across the globe in a collaborative platform aimed at industry-wide innovation to help attorneys and clients adapt to the rapidly changing legal landscape," Rosenbaum added.

More information on those who have agreed to participate in the platform as strategic partners by providing services or equity investments in it, as well as the products the subsidiary will offer, were not available as of the announcement Tuesday. The firm said they will be available along with a website soon.

--Editing by Alanna Weissman.

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