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Firm marks 20+ years in business with an updated brand identity

BOSTON—Outside GC, a law firm of veteran attorneys that augment in-house legal teams and provide early-stage companies with a business-first approach to lawyering, today announced its new brand identity and will now be known as OGC. This change emphasizes OGC's unique service offering in the legal ecosystem and the opportunity that the firm provides companies of all sizes to add an important new role for managing their ever-increasing legal and regulatory workload – the “OGC.”

This new role combines the best elements of traditional legal service strategies to create something that has been missing, an option that offers: (1) the business mindset of an in-house lawyer; (2) the breadth and depth of an outside law firm; and (3) the flexibility of an alternative legal services provider (ALSP). “General counsel, CFOs, and CEOs see the value in partnering with attorneys who are experienced, efficient, and work as in-house counsel do: in strategic alignment with larger business objectives,” says Amy Jeffrey, managing partner at OGC. “But finding the right resources is a challenge and adding internal legal headcount is not always an option.” The OGC represents a fourth model for doing legal work and a solution to those resourcing challenges.

“OGC is much more than an outside law firm to our business. They are a trusted partner that understands the legal issues

and risks facing us and are able to give advice through an in-house lens,” commented Amiel Gross, general counsel at Center for Breakthrough Medicines.

“Adding an OGC to our roster has been incredibly valuable, not just for the experience and efficiency our lawyer brings, but also for the way he has become an integral part of our team. Working with an OGC is like adding another in-house lawyer with the benefit of outside perspective and depth.”

OGC’s unique structure allows highly experienced, partner-level attorneys to align closely with clients while still delivering cost effectiveness, expense predictability, and flexibility. All OGC lawyers have practiced law for a minimum of 15 years, including in senior in-house roles, and have experience in a wide variety of industries and practice areas. High-caliber lawyers join OGC because they value the close alignment between business and legal that comes with being an in-house attorney, and also enjoy the variety of work that an outside law firm offers.

“Since 2002, our mission has been to offer the best of all worlds to our clients and to our attorneys by providing a unique option for procuring legal services and enabling our partners to practice law on their own terms,” adds Jeffrey. “I look forward to the day when the term ‘OGC’ is as ubiquitous as GC, AGC or DGC.”

About OGC

OGC is a unique law firm that offers the relationship and experience of a traditional law firm with the cost savings and speed of an alternative legal services provider. By combining top-notch legal talent and significant business acumen, our OGCs deliver the value and efficiency of an in-house lawyer, without adding to our client’s headcount or sacrificing quality. With 100+ attorneys, OGC serves companies of all sizes either as a fractional general counsel or as a seamless extension to an existing legal department. OGC’s approach is simple: We offer practical legal advice with less over-

lawyering. To learn more, visit OutsideGC.com.