



**LINK Business Law Group\***

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**LINK EXPERIENCED. PRACTICAL. PROACTIVE.**



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**LINK Business Law Group** was formed to provide a range of practical legal and strategic advice to companies on terms that make business sense. The services are specifically customized to your business' needs, whether it be a pre-determined number of hours per week, several days a month, on a by project basis or on demand.



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## **TODAY'S BUSINESS LEADERS NEED TO MAKE INFORMED DECISIONS QUICKLY.**

We provide timely and proactive legal and strategic advice enabling your management team to make sound decisions with a clear understanding of the related legal risks and the potential impact on your business. Our ability to analyze legal risk and provide creative solutions to assist your business in meeting its goals helps you make *better decisions – faster.*



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## **WE UNDERSTAND YOUR WORLD – WE OFFER A PERSONALIZED SERVICE**

As every company is different, LINK works with the management team to learn about your business including its strategic plan, structure, operations, external and internal relationships, culture and risk tolerance levels. By understanding the business, its people, its operations and its risk tolerance levels, we can help identify, manage and reduce legal risk and provide practical legal and strategic advice on matters relating to the operations of the business while supporting its specific goals and objectives.

## WE UNDERSTAND YOUR WORLD – WE OFFER A PERSONALIZED SERVICE

Advice is provided from an “in-house” perspective tailored specifically to your individual business needs. This perspective is important whether counsel is reviewing contracts (internal or external), incorporating legal risk reduction strategies into the business’ processes, dealing with HR issues, managing the legal and compliance aspects of a project or simply providing advice to management when legal questions and potential issues arise on a day to day basis.

We strive to be your strategic legal “partner” and become an integral part of your management team. Because we understand your business goals and objectives, we can also provide guidance on planning, policies, procedures and corporate governance.

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## IF LEGAL PROBLEMS HAPPEN, EXPERIENCED LITIGATION MANAGEMENT IS NEEDED

Legal risk reduction is one of the objectives of a sound business plan. Nevertheless, there may be situations where your business finds itself facing legal proceedings despite the steps taken to reduce risk. Managing a legal proceeding can be both complex and time consuming. LINK can offer you both the litigation experience required to effectively manage your complex litigation files in accordance with your legal strategy and the business management experience needed to do so in a manner that contains the company's risk and exposure.

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## **LEGAL & STRATEGIC ADVICE THAT MAKES BUSINESS SENSE IS WHAT WE DO**

Since LINK is not based on a traditional law firm model, we are able to offer you experienced, practical and proactive advice on terms that make business sense, including fixed fee options.

# SERVICES

## GENERAL CORPORATE

Business leaders need to make informed decisions quickly. Waiting for a legal problem to happen is poor planning.

Businesses of all sizes turn to LINK to help them identify, manage and address their legal and business challenges. We provide practical legal and strategic advice on matters relating to the operations of the business while supporting its specific goals and objectives. LINK's general corporate services include:

- Legal risk analysis, risk reduction strategies and practical solutions
- Corporate governance and advising Board of Directors
- Addressing compliance and regulatory issues
- Advising on day to day legal questions
- Managing external legal counsel
- Guidance on strategic planning, policies and procedures
- Guidance on crisis management
- Review and Assessment of Advertising and Marketing programs
- Internal & External Contract Reviews and Audits:
  - Review and negotiation of external contracts such as agreements with third party suppliers, distributors, lessors, franchisors and joint venturers; and
  - Review and negotiation of internal contracts such as employment agreements, shareholders agreements, confidentiality or non-disclosure agreements, non-compete agreements and trademark agreements.

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# SERVICES

## GENERAL CORPORATE

We also have the litigation experience to provide you with the information you need to make strategic and tactical decisions when dealing with matters such as:

- Contractual disputes
- Shareholder disputes
- Questions regarding fiduciary duties
- Wrongful dismissal actions
- Defamation actions
- Copyright and Trademark Infringement actions

## EMPLOYMENT

Our background as corporate and litigation counsel has provided us with a wide range of experience in employment law matters. LINK's employment services include:

- Discipline and Termination Reviews
- Performance Assessment, Management and Improvement Plans
- Severance and Release Agreements
- Employment and Consultant Agreements
- Assistance with Human Resource issues
- Policy and Procedure Manuals
- Downsizing Strategies and Procedures

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# SERVICES

## LITIGATION AND DISPUTE MANAGEMENT

Companies with proactive legal risk reduction strategies can still occasionally find themselves embroiled in legal proceedings. Anyone who has been a party to a legal proceeding knows that the steps involved in commencing or defending an action and then preparing a case for trial can be both time consuming and costly for any company.

As such, litigation management has become particularly important in cases where the legal issues are complex and a great deal of pre-trial discovery is anticipated. Even though litigation counsel is often best suited to manage these issues, not all companies have counsel with litigation experience “in-house”. Further, not all companies need litigation management of this sort on a full time basis.

LINK offers the litigation experience required to effectively manage your complex litigation files in accordance with your legal strategy and the business management experience needed to do so in a manner that contains the company’s risk and exposure. LINK’s services include:

- Litigation Strategy Management
- Pleadings and Document Review and Management
- Management of External Counsel
- Fee Negotiations and Monitoring
- Litigation Report and Analysis to Senior Management and/or Board of Directors

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# SERVICES

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## ABOUT THE FOUNDER ELIZABETH LIU



Elizabeth understands that the drive for quality, the incredible pace and the competitive environment that is the daily world of corporate life requires a system to support better decisions – *faster*.

Elizabeth’s unique combination of over 20 years of legal and management experience led her to develop LINK, a new approach to offering “in-house” corporate counsel services that allow you to access the practical legal and strategic advice you need to make sound business decisions quickly.

Elizabeth obtained her undergraduate degree from McGill University in 1987 and her law degree from the University of British Columbia in 1990. She was called to the Bar of British Columbia in 1991.

Elizabeth joined Basham Thompson & Liu LLP (now part of Owen Bird) in 1993 as an associate, quickly becoming a partner and then Managing Partner practising civil litigation until 2008. Elizabeth has appeared as counsel in the Supreme Court of British Columbia, the BC Court of Appeal and the Federal Court of Canada on numerous occasions.

Elizabeth’s practice was primarily commercial litigation and included contractual disputes, shareholder disputes, disputes arising out of the breach of fiduciary duties, wrongful dismissal actions, defamation actions and disputes arising out of alleged construction deficiencies.

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## ABOUT THE FOUNDER ELIZABETH LIU

While at Basham Thompson & Liu, Elizabeth realized that many client problems, and the ensuing legal actions, could be prevented or the risk of litigation mitigated, with sound legal advice at the outset. As such, she created the Corporate Counsel Group (the precursor to LINK) – a division that provided litigation reduction strategies and strategic planning advice for existing and new corporate clients.

Elizabeth's interest in business and management led her to Flora Manufacturing & Distributing Ltd. in 2008 where she was appointed the company's Vice-President & General Counsel. Flora manufactures and distributes premium natural health products and has distributorships in over 30 countries.

Elizabeth had a dual legal and business management role at Flora. As the Vice-President, she managed the ongoing business operations of the company, monitored the company's finances and budget and helped develop and implement the company's strategic plan. The Sales, Marketing, Regulatory, HR and Finance managers were all direct reports. As General Counsel, Elizabeth was charged with overseeing the company's legal risk management, governance and HR issues in addition to advising on a wide-range of legal and contractual issues that were generated from the various departments.

Elizabeth's unique combination of legal and business management experience allows her to address the business needs of your company with practical, proactive and effective legal and strategic advice.

Elizabeth can be reached at [eliu@linkbizlaw.com](mailto:eliu@linkbizlaw.com) or **604-671-8880**.

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## ASSOCIATE CONSULTANTS

LINK provides customized services to meet the needs of our clients. As your strategic partner, we will learn about all aspects of your business and will provide you with the individualized service your company needs.

We understand that your time is valuable. You do not want to have to explain your business, its structure or its objectives every time you seek advice. At LINK, you will always have access to one primary point of contact – senior counsel – who will learn about your business at the outset and work with your management team in a practical, proactive and effective manner.

LINK is about experience. As such, our senior team is comprised of a select group of associate consultants who each have over 20 years of experience in their chosen areas of expertise. We work with you to determine what assistance is needed and bring associate consultants on board only as necessary.

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