

Gordon Law

media kit

ABOUT GORDON LAW

Gordon Law is one of only a few boutique firms in Las Vegas to practice business law exclusively for small-to-medium sized businesses.

Aiming to deliver the right balance of personal attention, aggressive representation and business expertise, Gordon Law provides litigation, guidance, advocacy and other legal services, with a focus on helping clients solve small problems before they become big problems.

Gordon Law was established in 2015 under the leadership of [Aviva Gordon, Esq.](#), who is designated by [Martindale-Hubbe](#) as a member of the Bar Register of Preeminent Lawyers. She is a strong advocate for business people and the business community in Southern Nevada.

Through the innovative [Your In-House Counsel option](#), Gordon Law can serve as general counsel that ably and affordably represents all legal areas that typically affect business owners.

Unlike larger firms, Gordon Law ensures accessibility to professionally established counsel rather than sending smaller clients to younger, less-experienced lawyers. Instead of paying for another firm's on-the-job education at the client's expense, Gordon Law takes a vested interest in each client to help businesses proactively avoid legal pitfalls and achieve their professional goals.

ABOUT AVIVA GORDON

Aviva Y. Gordon established Gordon Law in 2015 to provide small- and medium-sized businesses with a boutique law firm that could address all of their business law needs.

Gordon has more than 20 years' experience practicing business law in Southern Nevada. She has successfully argued before the Nevada Supreme Court and has several [reported cases](#). In 2011, she obtained a multimillion dollar judgment for a local general contractor.

Gordon has been repeatedly named a "Legal Elite" by Nevada Business Magazine. She was included in The Distinguished Women in Nevada book and designated by [Martindale-Hubble](#) as a Member of the Bar Register of Preeminent Lawyers.

In addition to her private practice, Gordon serves as general counsel for Terra West Management Services. She was also general counsel for the Nevada State Democratic Party from 1998 to 2002 and served on the Nevada Judicial Conduct Commission. She has been a featured speaker on Nevada Receiverships, both for attorneys and for the judges of the Eighth Judicial District Court. Additionally, Gordon has provided seminars for the Nevada Legal Aid Center's Small Business Project Seminar, SCORE and the Nevada Women's Chamber of Commerce.

Gordon is a Leadership Henderson graduate as well as a member of the Henderson Chamber of Commerce board of directors and all three of its government advocacy committees: the IMPAC Committee, the Legislative Committee and the Issues Committee.

Gordon's relationship with – and information acquired from – the Henderson Chamber of Commerce business community over the years has proven to increase her effectiveness as an attorney for her clients.

In addition, Gordon is a board member of the Josh Stevens Foundation, chairwoman of the Community Advisory Panel of the Nathan Adelson Hospice, and a board member of Midbar Kodesh Temple.

Gordon graduated from Boston University in 1990 and with distinction from California Western School of Law in 1993. She is a member of both the Nevada and California Bars.

PRACTICE AREAS

Business Entity Formation and Maintenance

Gordon Law helps clients decide which business entity option best suits their needs and can assist with the formation of any business entity, including corporations and limited liability companies (LLC). Gordon Law also creates customized documents such as articles of incorporation, articles of organization, bylaws, operating agreements and shareholder agreements, all of which can help protect clients from future legal issues. The company also assists in keeping the entity in good standing with the Secretary of State.

Strategic Planning

Gordon Law helps clients plan for the future, through the evolution of their businesses. The company can assist with the negotiation of lease and acquisition agreements, agreements to secure financing (through investors or lenders), purchase and sales agreements, or any other planning for the growth of a business.

Litigation

Aviva Gordon has spent the past 20 years representing business clients before all of the courts in Nevada. She has obtained multimillion dollar judgments and has successfully, repeatedly, argued before the Nevada Supreme Court. Her extensive litigation experience carries over to transactional law as well, providing a solid foundation for anticipating and resolving potential problems before they occur.

Employment Practices

Gordon Law can assist with human resources issues, including: helping with the drafting of an employee handbook; creation of employee agreements and covenants not to compete; and assisting with any claims from employees (or former employees) over employment practices.

In-House Counsel

Many small- to medium-sized businesses have the need for legal advice as it relates to the ongoing operations and growth of their organizations. However, most do not have the revenue and volume to justify hiring in-house counsel. Similarly, finding effective outside counsel can be extraordinarily time-consuming and expensive. Business owners want the ability to pick up a phone and get answers to legal questions without paying a \$5,000 retainer or wondering how much it will eventually cost.

As a result, they wait. Or they try to address the issue without the benefit of sound legal advice. Ultimately, if they have to hire a lawyer, it is in a crisis situation where they may make a poor decision founded on haste and fear, as well as incur substantial time and expense associated with getting the new attorney up-to-speed.

To solve this dilemma, Gordon Law offers “Your In-House Counsel,” an innovative legal program that provides clients with their own general counsel to quickly, ably and affordably address their concerns. Gordon established the program when she recognized the ongoing legal needs of small- to medium-sized businesses.

Through the program, Gordon Law can provide the following services:

- Corporate maintenance, including corporate minutes
- Resident agent status
- Shareholder agreements/operating agreements
- Purchase and sales agreements
- Human resources: employment agreements, severance agreements, employee manuals
- Contract drafting/review: business agreements, lease agreements, confidentiality/nondisclosure agreements
- Litigation management: assessments of claims and defenses, settlement negotiations, trials and appeals

Q&A WITH AVIVA GORDON

Q. I don't have legal issues. Why do I need a business attorney?

A. As a small- to medium-sized business owner, you're probably too busy running your organization to worry about developing a relationship with an attorney. And yet, most people wait far too long. Waiting until you are blindsided by a legal crisis is the absolute worst time to start shopping around.

Q. What should potential clients look for when seeking a business attorney?

A. A business should look for an attorney who has experience in business law. Not all areas of practice are the same and neither a real estate attorney, an estate planning attorney, nor a collection attorney can holistically know and understand the best ways to represent your business.

Furthermore, you should look for someone who has received the prestigious distinction as an AV Preeminent attorney from Martindale-Hubbell, which provides impartial peer-reviewed ratings of lawyers and law firms for consumers and professionals.

It is also important for your business attorney to have meaningful contacts within the community. Ideally, your attorney should add to the synergy of your business.

Finally, as with any attorney, your business attorney should be able to attentively concern herself or himself with the issues that are important to your business and provide counsel in a timely manner.

Q. Many business owners automatically think they need a large firm to represent their interests. What are the advantages of retaining a boutique firm like Gordon Law instead?

A. Larger law firms have tremendous overhead. Furthermore, because of their size, they generally delegate work to younger, less experienced attorneys. In so doing, the client ultimately has to pay for both the firm's overhead as well as the learning curve for the younger attorneys. This cost is not always merely financial. As a business owner, it is difficult to justify having your issues delegated to an inexperienced attorney and then reviewed by a more experienced attorney (each at a cost to you) and never knowing who is actually performing the work for you.

At Gordon Law, the attorney you retain is the attorney with whom you will work. There will be no surprises as to who is handling your business. Similarly, there will be no duplication of billing for multiple attorneys working your file.

Q. You've practiced business law in Southern Nevada for two decades. How does your experience and judgment benefit your clients?

A. In many ways, Las Vegas is still a small town. Relationships are important. Having practiced here for more than 20 years, I have had the great privilege of working both within and outside of the legal community. My background and experience have served my clients well: I was appointed to the Nevada Judicial Conduct Commission to address the ethical rules affecting our judges; I served as general counsel to the State of Nevada Democratic Party; I presently serve as a member of the Henderson Chamber of Commerce board. These relationships assist me in

counseling my clients. Furthermore, my relationships with other lawyers and judges within Southern Nevada ensure that my clients' positions are properly heard and respected.

Q. You recommend taking a proactive approach to business law, dealing with small problems before they become big ones. Can you provide an example of how this can save businesses money, time and headaches?

A. Any relationship, transaction or event can ultimately lead to litigation. As a business owner, you never want to find yourself in a courtroom. Having an attorney review agreements to ensure your rights and responsibilities are properly set forth can help you avoid a future dispute. Having an attorney involved in the negotiation and execution of all business documents, including operating agreements, shareholder agreements, lease agreements and the like, can keep you out of court.

Q. Although litigation should be seen as a last resort, sometimes it becomes necessary. What are the traits of a good litigator?

A. Especially in business litigation, you want an attorney who is familiar with the courtroom in general and the Eighth Judicial District Court's specialized business courts in particular. In terms of the traits of a good litigator, you should look for someone who listens more than they speak. A client should look for an attorney who is tenacious, but has the understanding that you must always keep the door open for negotiation. A good litigator is someone who is detail-oriented and can articulate for you how the facts of your particular case fit into existing law. Finally, and most importantly, you should look for a lawyer who will be candid with you about the merits of your position.

Q. You've often said you "negotiate in the gray areas." What does that mean?

A. Similar to issues in your business, legal matters are rarely black or white. It is within this context that an attorney with a strong business background can be most helpful to you. All negotiations, whether they are in a transaction or in the midst of heavily contested litigation, are opportunities to understand the other side's position and create an avenue that is most beneficial to yours. Recognizing and capitalizing on these opportunities can help achieve the best resolution or forge a new, more advantageous pathway.

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