

## Leading New York Law Firm For Entrepreneurs and Investors Updates Name

FOR IMMEDIATE RELEASE

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***With its unique brand of legal counsel specially suited to representing entrepreneurs, the management of high-growth businesses and the investors who fund them, Furnari Scher LLP announces that it has changed its firm name from Furnari Levine LLP.***

New York, NY (PR WEB) June 30, 2008 – New York City’s leading boutique corporate law firm for entrepreneurs, high growth companies and the investors who fund them will be known by its new name, Furnari Scher LLP.

“Our name change from Furnari Levine LLP to Furnari Scher LLP is reflective of the significant contributions of our corporate partner, Eric D. Scher,” says founding partner Stephen Furnari. “Since joining the firm in September, Eric has enabled us to materially increase our presence as a leading law firm within the New York entrepreneurial community, particularly in the financial services and technology sectors.”

Furnari Scher LLP brings a fresh perspective to the practice of corporate law, in that its attorneys are all entrepreneurs in their own right. “Every entrepreneur remembers that moment when they decided to forego the safety net of their job and pursue their passion,” says partner Eric Scher. “At one time, all of our clients have made this decision, and so have all the lawyers on our management team.”

“This advantage allows our team of lawyers to provide a unique perspective to every legal decision our clients make,” says Furnari. “As entrepreneurs ourselves, we go through the same trials and tribulations as our clients--like where your next piece of business will come from and dealing with cash flow issues.”

Says Scher, “unlike other firms, that will often counsel clients in a ‘legal vacuum’, every time we speak with a client about legal issues, our advice is grounded in the business aspects that underlie those issues.”

“What this means to clients is that, instead of being the all-too-familiar ‘you shouldn’t do that’ voice, we try to find ways for our clients make sound business decisions while being aware of the extent of their legal risk,” says Furnari. “We know from first hand experience as that some lawyers can be obstructionists or deal killers, our firm couldn’t be further from that traditional model of legal advisors.”

Furnari Scher will continue its commitment to educating business owners about avoiding common (and costly) legal mistakes and how to successfully raise investment capital. Its ezine, the Business Law Update; blog, [Taking the Big Leap](#); and published articles are all available for free on the firm’s website, [www.FurnariScher.com](http://www.FurnariScher.com).

Additionally, entrepreneurs can attend one of Furnari Scher's interactive seminars, including *Funding Blueprint: Getting Your Company on the Fast Track to Finding Investors*; *The Capital Chase: Pitching Investors with Success*; and *Legal Pitfalls When Raising Investment Capital*. Information about upcoming dates and locations are updated monthly on the firm's ezine.

For more information about Furnari Scher LLP, call (212) 480-8800 or visit <http://www.furnarischer.com> on the web.

## **ABOUT FURNARI SCHER LLP**

At Furnari Scher, our expert team of corporate and securities lawyers specializes in helping business owners with the legal aspects of raising capital, buying and selling businesses, structuring corporations and partnerships, protecting intellectual property, and reviewing and negotiating contracts.

Our business-oriented approach to the law is why we take a special interest in startups and emerging growth companies and the needs of their investors, broker-dealers, investment advisors and investment funds. In short, we work with the kind of people who make things happen.

It's also why we're proud to stand behind this one simple pledge:

- Your money will not be wasted.
- Your time will be respected.
- We will add real value to your business.
- You will always get superior service.

## **CONTACT INFORMATION**

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