

## FERRO Legal becomes Eldison

### The birth of a company that paints a vision of technology-driven legal services

PRAGUE, 20 September 2021. Today, the law firm FERRO Legal unveiled its new brand identity, including a new name, logo and website. The goal is to reflect the firm's evolution from a law firm focused on startups to a company that uniquely combines legal services and technology.

FERRO Legal first entered the market in 2017 and since then helped some of the most innovative startups and scaleups in the region grow. Realizing that the legal industry as it is cannot keep up with the fast pace of technology companies, FERRO Legal started combining traditional legal services with the development of its own product platform and technology consulting. The new brand embodies this evolution and introduces Eldison as a model of company that bridges the worlds of law and technology.

*"It has always been our mission to help interesting projects grow. Over time, we began to realize that legal services alone are often not enough. Our clients need end-to-end solutions that allow them to spend less time on manual tasks and focus on developing their business. That is why we started providing technology solutions that either rely on our own platform or use existing tools in addition to standard legal services," explains CEO Štefan Šurina, adding: "This approach is unique on the market. The new brand is designed to help us communicate this uniqueness better."*

Eldison has, for instance, built its own employee equity management platform, which is used by companies like Mews or Exponea (acquired by Bloomreach). Close relationship with customers represents another driving force behind the rebrand: *"We've always worked with our customers as if we were a part of their team. We soon realized that this is how we can bring the highest value to our customers because we understand their business needs as well as the legal regulation. The new brand will communicate, among other things, that we take the relationship with our clients very seriously."*

For further information, please contact Lucie Ottinger ([lucie.ottinger@eldison.com](mailto:lucie.ottinger@eldison.com)) or visit our website ([eldison.com](https://eldison.com)).

### About Eldison

**Eldison combines legal services with its own platform and technology consulting to deliver end-to-end solutions to key legal problems. It focuses primarily on startups and scaleups. It was founded in 2017 and currently provides its services in 13 countries.**