



Zeta Newsline

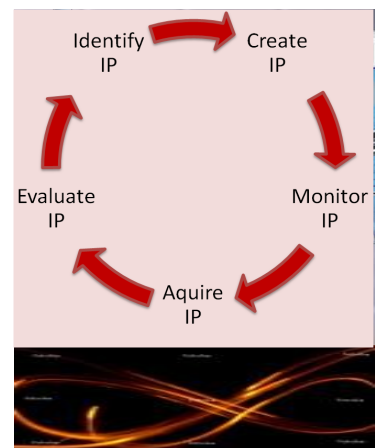
Achievements

- Six New Customers
- Repeat Engagements From 2 Customers
- First IP Project Successfully Concluded
- First Litigation Support Project Successfully Concluded
- Gurgaon Office Opens
- New York Alliance In Final Stages Of Deliberation
- 2010 Focus On Servicing Corporate Legal Departments

Zeta Intellex Successfully Concludes First IP Project!

As part of our continued drive to excel at high quality legal support to global customers from India, Zeta Intellex recently delivered its first IP project to a Texan law firm. The scope of the project involved both Prior Art and Claims Redrafting. The Prior Art was to be ascertained in the specialized area of Hydrocarbon related technologies. The Claims Redrafting involved Telecommunication Signaling technologies. Our team is now focused on building consistency in IP delivery, providing support to new prospect generation activities and climbing up the value ladder.

Our success with this project was followed up in quick succession with our success at delivering an inventor search to a UK based law firm (Details on page 3). We currently have the capacity not just to service the entire patent prosecution lifecycle, but to help an organization drive its IP strategy. This is our nascent area of focus. We would like to be the go-to support provider in IP: Offering turnkey solutions to our corporate customers, so that their legal departments are assured that Zeta will deliver such work as is assigned, in partnership with their outside counsel;



Strategy, Portfolio Mgmt. & Analytics

Offering reliable support, consistent, on-time, high quality delivery to our law firm customers, laying the foundation of stable, long term partnerships.

Zeta Intellex Successfully Concludes First Litigation Support Project!

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Our Litigation Support Team was thrilled to complete a detailed story board creation and remedy analysis for a US based customer recently. The dispute involved complex issues of **online defamation, evidence, cyber crime and chain of causation**. The team pored over electronic communication, researched relevant provisions of the law and prepared a bundle for counsel to

consider. The storyboarding deliverable required that we construct a chronological chain of events, redact and summarize. This tested our training on **US civil litigation procedure and on the US law of evidence**. The summary was to be considered by laypeople as well, and had to be short, user friendly, yet cover each cause of action and instance comprehensively.

The remedy analysis required us to work outside context and provide solutions verging on intuitive. This tested our training on the **US legal system, substantive civil litigation and emerging issues in internet litigation**. We delivered the project on time, the customer went away delighted and **came back to engage us again!**

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Comparative Legal Research



**The Best Of Both Worlds At Zeta
Intelex Legal Research**

The legal research team at Zeta Intelex recently turned around an interesting comparative legal research project on gaming laws in the US.

The question involved online gaming, a relatively new field of law that laces together general Federal gambling law, Federal gambling law specific to the type of gambling being considered, general online gambling law which includes complicated and bordering-on-ambiguous interactions between Federal and State laws on online

gambling, and laws specific to the type of online gambling being considered.

The question at hand required that Federal and State statutes, regulations, enforcement actions & the decisions of State and Federal judges on the issue, all be consulted. In addition, following our market making idea of 2009 for US comparative legal research, our team directly wrote to State level regulators, and adjusted findings,

based on their responses.

Our legal research team has so far been fortunate in landing complex, licensure level legal research. We find that our strategy of consulting regulators directly pays handsome rewards. We've had replies that create context where none was assumed, and often, regulators are able to add a very perceptive one line or two line insight that changes how we view that law.

Refinancing Contracts

“excellent work, well researched. very happy.”

**Litigation Support
Customer**

Drafting financial contracts requires the lawyer to “understand business”. One assignment involved a contract with 4 primary parties, and a number of secondary parties, all involved in transactions where collateralized debt was being refinanced.

The refinance had to be guaranteed; the guarantee had to have sufficient claw backs and protec-

tions covering the guarantor as to be commercially reasonable. The customer wanted as much protection built in regarding the risks of foreclosure/bankruptcy as possible. Given the legally binding nature of a guarantee, and the definitive nature of protection offered by bankruptcy to the bankrupt,

balancing interests and drawing up a legal document which would find common ground, required dexterity. Our team was pleased to land the assignment, given the nature of learning possible, and was further gratified when industry veterans found their deliverable to be of high quality.

Commercial Deal Contracts



Empowering Customers, Supporting Business

Whether it is commercial contracts supporting Joint Ventures, Build-Operate-Own arrangements, Affiliations, Marketing Partnerships or Alliances, Zeta Intelex's contracts team has drafted, reviewed or marked them all. Our main learning from commercial contracts is that the remote provider should always exhaustively collect details from the customer before sending out the

first draft. Without exhaustive details, it is impossible to judge the level of strength each party to the negotiation brings to the table. If a remote provider were to send out a balanced draft, there is a risk the customer's rights would seep out were that contract to be tabled immediately without attorney review.

To send out a draft that adequately protected our customer, and yet, did not cause a breakdown of talks, our team needs as rich a store of information as anybody present at the table. We've therefore developed detailed templates to collect data at each stage so that the customer is well understood.

Technology Contracts

Technology Contracts received by Zeta Intalex team are often part of contract chains. Much like a chain conveyance, where one ambiguity exists in one contract that is a part of the chain, it usually spills out to all related contracts.

One assignment involved a chain where an addendum needed to be constructed to

define the development life cycle. Given the period of time over which the transactions had stretched out, this presented an interesting challenge. The second challenge was in terms of reconciling conflicting descriptions of scope, given that the application development framework and key tools had changed. As one of the team quipped, "Old scope lived on, and new

scope had crept up!"

Fortunately, our lawyers are process thinkers first, and lawyers first as well.

The definitions inserted by our team, and the overall texture of the documents, not only won high praise from the customer, but could patently be seen to solve a number of problems affecting other documents in the chain.



Balance, Consensus & Converging Interests

Franchising Contracts

Reviewing franchising contracts usually throws up one or two interesting points of law. One particular assignment had a chain of mutual obligations extending to the common public.

This would not have held up in common law anyway, it presented additional chal-

lenges as the jurisdiction was England & Wales, where strong third party rights exist, and therefore have to be specifically declaimed.

Starting from researching into Carlyle vs. Carbolic, the team had its work cut out. Further, the unequal bargaining power of parties at each link of the

chain of obligations created problems of the provisions being held onerous and unenforceable.

Ultimately, our team devised a scheme of provisions that would cease obligations at the last contracting party to ensure unmanageable third party rights were avoided, and built in claw backs/cool offs to ensure enforceability.

"Great job every time. I recommend Intalex for any legal documentation work especially related to IT."
Technology Contracts Customer

Inventor Research

Zeta Intalex landed its second IP project in rapid succession to the first. This project centered on the specialized field of pharmaceuticals, further super-specializing into pharmaceutical interactions over the medium term, in chronic maladies.

Given the long list of inventors involved, the crucial question of relevance dogged this project from the start.

We trawled a wide variety of sources to collect this data, tried to collect meaningful data and ensure that such data was further subjected to a relevance check.



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Process Thinking Legal Experts

FREE OFFER

Over the next month, Zeta Intellex will provide 24 hours of free LPO Support, to a limited number of prospects interested in evaluating our services for long term engagements

Zeta Intellex was established in 2008 as a full service Legal Process Outsourcing (LPO) unit, targeting the US, UK, CA, AU & NZ legal market. We deliver services in the horizontals of Contract Management, Legal Research & Compliance Management, and in the verticals of Litigation Support, Intellectual Property, Employment, Real Estate & Estate Management. Services are delivered from our core center in Nagpur, a central Indian location with a rich supply of qualified, English speaking lawyers. Zeta Intellex is working to transform the delivery of legal services by providing innovative, high quality and high value support to law firms and legal counsel around the world. Zeta Intellex's service design is driven by profitability and its service delivery is driven by reliability. Zeta Intellex is committed to delivering value through superior process design, committed staff and domain expertise.

Gurgaon Office Opens

Zeta Intellex is delighted to announce the opening of its Gurgaon office. Initially, the Gurgaon office is expected to serve as a liaison office, where customer visits could be arranged from, and other marketing, sales and outreach could be coordinated from. The Gurgaon office will eventually expand as an operational unit focused around our IP product offerings and will function on an overflow model. "Having a second footprint in North-Central India gives Zeta a great advantage. The NCR area is fertile with LPO startups and en-

trepreneurs, its proximity to Delhi, and its proven success record will both add to our success span." Said Malathi Swaminath, CEO of Zeta Intellex. "We have seen significant interest in our initiative of seeding our marketing efforts from around Delhi and we hope that this would translate into satisfied customers and growth in 2010 and beyond." The Gurgaon office is part of the first phase of expansion by Zeta Intellex, and as a next step, an alliance in New York is being finalized.

The new office is located at: 902, Park View, Sector 56, Gurgaon
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