



# Spotlight Long Island

**Ruskin Moscou Faltischek Managing Partner Adam Silvers talks tech, smart counselling and straight talk**



more than most other firms – we allow the lawyers in this firm, if they come up with an idea, to run with it. The perfect example is the cybersecurity practice. That idea was developed internally a few years back and has developed into what has become our fastest-growing practice.

**Q: What misperceptions about the firm would you like to clarify?**

**A:** That we don't have the capability or the capacity to do corporate and securities work and public company work that the city firms have. We like to educate companies on Long Island so that they don't have to go into Manhattan to get top-quality legal services. They can just look right in their own backyard. We provide the same level of service or better, quite frankly, than larger firms for a lower price point. Sometimes significantly lower.

*Custom Computer Specialists is proud to sponsor Spotlight LI. Since 1979, Custom has been dedicated to providing Long Island's schools, local government agencies, health care facilities and businesses with advanced technology solutions and support. To learn more about Custom Computer Specialists, or to be considered for a future Spotlight LI, please email [info@customtech.com](mailto:info@customtech.com).*

**Q: How have cybersecurity issues impacted your company?**

**A:** It's impacted us in two respects. We were one of the first firms in the area to establish a cybersecurity practice dedicated to serving our clients. The cybersecurity practice has two components. One is prevention. New, often complex restructuring requirements, have mandated that most companies take affirmative steps to prevent breaches. The second involves us in responding to actual vs. suspected breaches. What happens if a client suffers a breach? We get in there, we help assess the severity of the breach and the consequences and then there are legal steps that need to be taken and we assist the client in those responses.

**Q: Is there a common piece of advice that you find applies to all your clients?**

**A:** I firmly believe that most companies' biggest asset is their people. Make sure you have and make sure you can retain top-quality people because without them, no matter what you have, you're not going to be successful.

**Q: What sets Ruskin Moscou Faltischek apart from other law firms?**

**A:** I think the entrepreneurial spirit that we have here is a hallmark of the firm. I think –



Since its 1968 founding, Uniondale law firm Ruskin Moscou Faltischek, P.C. has constantly been evolving and expanding to best meet the changing needs of its clients. Over the past half-century, the firm has built cornerstone groups in major practice areas of law, including corporate and securities, financial services, commercial litigation, healthcare, real estate, employment, trusts and estates, and – in recent years – cybersecurity and data privacy. We recently caught up with Adam P. Silvers, a managing partner of the firm, who is a member of its Corporate and Securities Department and Intellectual Property Group as well as Chair of the Technology Practice Group.

**Question: What is the mission of Ruskin Moscou Faltischek?**

**Answer:** To provide the highest-quality legal services for our clients, at a reasonable price, to help them achieve their business and personal objectives. That's the mission. Our tagline: "Smart Counsel. Straight Talk." We want to know as much as we can about our clients' circumstances in order to advise them accurately. We look at every relationship as a long-term relationship and we dive into our client representations with those things in mind. It's really about the client and what their goals are, and we aim to provide legal services to allow our clients to achieve their goals.

**Q: How has technology changed the way you handle cases and clients?**

**A:** It's made us a lot more efficient. [In] litigation, e-discovery is in the forefront now, where 10 to 15 years ago, you really didn't have to deal with that. What that means is a lot of documents – a lot of evidence – is searched for electronically today on your emails, on your servers. Data rooms allow collaboration and sharing of due diligence and documents among multiple parties. An electronic data room is established where documents are stored and categorized. That allows multiple parties – buyers, sellers, investment bankers – to all access the same documents and look at the same things in one place. So, now you don't have to have physical copies if you don't want them and you can search them electronically. It just makes life much easier.