



Kennedy Van der Laan
An innovative legal partner

Kennedy Van der Laan

Introduction

In 1992, eleven up-and-coming attorneys founded the law firm Kennedy Van der Laan in Amsterdam. One of them was the current mayor of Amsterdam, Eberhard van der Laan.

We wanted to conquer as well as improve the world as top-level attorneys, but without losing sight of the human standard. Future-oriented: new technologies, new markets, new solutions. And all this should be done in a socially responsible way.

We were initially founded as an IT law firm and has expanded into an independent full-service firm with approximately one hundred lawyers and a strong international focus. In terms of size, we currently are ranked number 16 in the Netherlands.

Our technology and IP/ Media teams are among the leading legal teams in the Netherlands and internationally acknowledged by leading handbooks such as Chambers & Partners and the European Legal 500 with a band/tier 1. We are curious and future-oriented. Since our foundation, new technology has been one of our key specialties. The rapid developments in this sector keep lawyers alert all the time: completely new questions keep popping up, which require original solutions.

From the list of 100 most innovative IT companies in the Netherlands, we are now serving 17. We work for international IT providers and a wide range of IT users, large businesses as well as government and semi-government bodies. We are especially engaged in pioneer projects, such as the Dutch national public transport chip card, the iris scan system for airplane passengers and a worldwide banking project to enable the identification of parties in business-to-business transactions by means of digital signatures.

We cherish a refreshing way of thinking and use it in all sectors and areas of law.

Awards

As we have always embraced innovation, Kennedy Van der Laan was recognised by the Financial Times Law Firm Innovators Award 2014 (as a "highly commended" law firm). In 2010 we were voted by our peers "Most innovative law firm of the Netherlands" and in 2012 we won the Chambers Europe Client Service Award 2012 for The Netherlands.

"A strong, broad practice with reputable partners. Founding fathers of the IT scene."

Chambers & Partners
2012



Innovative law firm

Our customer satisfaction survey, performed at the end of 2013, has shown that 93% of our clients are (very) satisfied with our services, and that we are appreciated most of all for our specialist knowledge, the general good reputation of our firm, and the pleasant personal contact with the attorneys.

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Innovative working requires vision that reaches beyond our legal comfort zone. Together with our clients, we explore new ways of cooperation, sharing knowledge and pricing.

Research and Development

Innovation is an particular area of focus. A clear signal of our determination to move forward, is our independently operating Knowledge and Innovation Center with his own Research and Development Budget. This department deals with sharing knowledge, concept design and ICT. Since 2014, Kennedy Van der Laan has its own Knowledge & Innovation Director, Jeroen Zweers. He is responsible for further developing the innovation policy within the firm.

Alternative pricing solutions

Apart from our competitive hourly rates, we can offer alternative pricing solutions to improve budget control. We can offer fixed fees per matter or per category of work, in combination with a certain bandwidth (collar). We can also offer flat fees for team assignments, just as volume rebate based on the total spend on legal services per calendar year and we could discuss risk-sharing arrangements like success-fees.

Particularly innovative fee arrangements

A good example of an innovative fee arrangement agreed by Kennedy Van der Laan is the Nike Alliance in which we have succeeded to agree on one pricing arrangement for 16 jurisdictions in Europe involving 21 law firms, all managed by Kennedy Van der Laan. Billing and budget control are handled centrally. Monthly reporting and full transparency allow our client to check on key indicators, and to take strategic decisions. Read [here](#) more about the Nike Alliance.

Clients

Kennedy Van der Laan has been working for innovative, international clients since our foundation. Some of our clients:



Socially engaged

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In our profession, we are responsible for serving the interest of our clients. At the same time, we are a firm with social responsibility. Great social involvement – with our clients, our environment and our people – and a future-oriented vision are part of our corporate culture. We put this into practice by giving special attention to sustainable business operations and being a social partner to our neighborhood, but also in our choice of the type of cases we handle.

Special Cases and Commitment to Human Rights

Devotion and commitment make our firm eager to cooperate in high-profile cases that may change society for the better and/or in which issues in society can be addressed. We therefore participate in the Public Interest Litigation Project, a two-year pilot of the Dutch Section of the International Commission of Jurists (NJCM). Besides, we choose to give discounts off our rates to organizations with a clearly social character, including Greenpeace and Stop Aids Now. Together with UN Special Rapporteur Gabriela Knaul and Lawyers for Lawyers, we co-organized an event initiated on Human Rights Day about the independence of judges, lawyers and prosecutors.

Sustainable Business Operations

Our internal business operations are environmentally aware; Kennedy Van der Laan operates on a fully CO2-neutral basis. Kennedy Van der Laan does not give its employees a company car, but a company bicycle. Green power, organic meals for lunch, and energy-saving lamps are other examples of our sustainability policy. We compensate our remaining emission by buying certified rights for the support of green projects. Sustainable and energy-saving applications in the office are therefore obvious to us.

