



LEGAL SERVICES  
**PROFILE**

2018



## INNOVATIVE & MULTIDISCIPLINARY LEGAL COUNSEL

### JMA LAW OFFICES, P.A.

We offer an innovative legal counsel that can keep up with the demands of increasingly complex and interconnected business environments. Our Miami-based law firm specializes in intellectual property, technology, entertainment, media, publishing, arts, hospitality, healthcare and business law. We serve established and emerging brands, international organizations, start-ups, healthcare institutions, creatives and private individuals.

## COMPLETE CLIENT FOCUS

JMA Law Offices combines specialized legal expertise with a broad-based business knowledge to offer cost-effective, results-focused, strategic solutions.

The practice was founded in 2010 by one of the top-tier, blue-chip legal and business affairs executives, Jessie M. Abad, Esq. Her keen business insight, finely tuned legal acumen, and seasoned instincts produce a unique approach and yield a maximum value for every client.



*"At JMA Law Offices, we always look at the big picture. We strive to provide clear and focused legal guidance rooted in a careful evaluation of the client's immediate needs, overall business strategy and long-term objectives."*

**Jessie M. Abad, Esq.**  
Founder of JMA Law Offices, P.A.



# OUR SERVICES



## HIGH-VALUE DOMESTIC AND INTERNATIONAL TRANSACTIONS

We offer a comprehensive scope of legal services for highly complex, multi-million-dollar domestic and international business transactions. Our extensive legal and business experience and expert insights bring timely and actionable advice based on a strategic evaluation and in-depth business analysis.



## START-UPS, SMALL TO MID-SIZE BUSINESSES

From selecting, establishing and maintaining business entities to negotiating and drafting internal and external contracts, to developing expansion and exit strategies. We offer a complete range of general legal and business counsel services for the small to mid-size businesses, start-ups, entrepreneurs and non-profits.



## PUBLISHING, ARTS, MEDIA, TECHNOLOGY AND ENTERTAINMENT

We provide complete guidance and assistance in all matters associated with media, entertainment, arts, digital and publishing, including the full range of IP law, both domestic and international. We have unmatched experience and in-depth industry understanding.



## PUERTO RICO TAX INCENTIVES CONSULTING

We assist corporations, music and film industries, investors, financial organizations, and high-net-worth individuals in taking full advantage of the tax exemptions available in the Commonwealth of Puerto Rico including Acts 20, 22, 27, 73, 273, and EB-5 Investor Program.



## COMPLIANCE CONSULTING FOR HEALTHCARE

We offer consulting and legal services related to the regulatory compliance, including HIPAA and HITECH, FTC, and D.O.J. for Covered Entities and Business Associates. We also provide general counsel related to business transactions, as well as administration and management.



## ENTERTAINMENT AND MEDIA CONSULTING US & LATAM

We provide legal and business advice to influential Latinos in U.S. and Latin American digital market, including intangible asset analysis, business development, management, monetization, protection and enforcement of intellectual property, and data security and privacy issues.

# OUR VISION

JMA Law Offices, P.A. was founded with the intention of creating a law practice that is focused on client needs rather than hourly billing. Our goal was to break away from the traditional firm by incorporating a combination of holistic approach and fierce advocacy.



### HOLISTIC LEGAL APPROACH

Strategic problem-solving by taking into consideration all factors, including client's corporate culture, changing conditions or circumstances, industry norms and assessing not only the immediate but also the long-term outcomes.



### COST EFFECTIVE

Corporate quality legal counsel with cost control and accountability management and rates affordable to a wide range of organizations, businesses, startups and private individuals.



### CLEAR GUIDANCE

Clarity, honesty, and integrity in counseling. Fierce advocacy, straightforward legal advice, and proactive guidance.



### RESULT-ORIENTED LEADERSHIP

Strategically agile, driven to action approach with attention given to achieving clients' goals and exceeding their expectations.



*JMA Law Offices is uniquely qualified to assist clients in resolving their most complex legal challenges.*

# THE FOUNDER JESSIE M. ABAD, ESQ.

Jessie's remarkable legal acumen and her broad insight into all areas of business management allowed her to create a truly diverse law firm.

Her expertise encompasses a multitude of legal fields, including intellectual property law, contract law, internet law, business law, entertainment law, litigation, hospitality, and health law, among others.

Central to who Jessie is as a person is her desire and efforts to bring value to the lives of others and be a strong, encouraging presence to everyone around her.

This is why the main reason for founding JMA Law Offices was to make a corporate level legal counsel available and affordable to a wide range of clients-from the aspiring start-up to the multinational corporation.

*Jessie brings to the table a powerful blend of extensive experience, acute legal acumen, and a vast network of contacts and resources built over the 25 years of her successful career as a legal and business affairs executive.*



## OUR VALUES

Jessie's tireless work ethic and dogged tenacity resulted in a proven track record of professional success. Today, her life's philosophy of maintaining purpose, focus and passion in everything she does continues to be a strong foundation and an inspiration for the service of excellence at JMA Law Offices.



### EXCELLENCE

Unwavering commitment to the highest service quality. Timely and cost-effective solutions based on unparalleled insight.



### CLIENT FOCUS

Proactive guidance and collaboration. Result-oriented counsel based on a deep understanding of each client's situation.



### INTEGRITY

Driving change and sustainable growth with honesty, reliability and integrity, fostered by open communication and mutual respect.

## EXPERTISE & EXTENSIVE EXPERIENCE

Jessie M. Abad, Esq. founded the JMA Law Offices following over 25 years of a fast-paced corporate career. During that time she designed, negotiated and spearheaded strategic business alliances with such household names as AT&T, Target, Coca-Cola, Comcast, Casio, Sony, Music, EMI Music, Televisa, Fox Studio Films, Universal Studios Films, and she has also successfully negotiated a highly complex transaction with the China's Olympic Committee.

*Jessie M. Abad, Esq., is an experienced strategic and tactical leader, who can achieve short-term results while improving the long-term organizational capacity and value of her clients.*

## SELECTED PROJECTS

Jessie has a unique ability to guide her clients through multifaceted matters in today's constantly shifting business environments. She has structured, negotiated, and successfully closed a multitude of complex transactional agreements within a variety of industries and across diverse verticals.



### ESTEFAN ENTERPRISES

During 14 years as a General Counsel at Estefan Enterprises Inc., Jessie spearheaded and directed the business and legal teams on developing and maintaining key strategic alliances and implementing new business models in a rapidly changing environment resulting in the company's accelerated growth and competitive edge in the global market. She mitigated significant corporate risk and exposure by expertly resolving copyright, royalty, trademark, contractual and administrative disputes.

She built and solidified relationships with major business entities and successfully negotiated countless complex agreements and licenses, including a multifaceted marketing deal with China's Olympic Committee for the development and production of audio and audiovisual content exhibited during the 2008 International Olympic Bid Competition contributing to China's hosting the 2008 International Olympics.



Jessie's work related to Estefan's hospitality division of restaurants, hotels and other real estate properties included overseeing and managing lawsuits and claims in cooperation with external counsel. The comprehensive and cost-effective risk management program, Jessie developed and implemented, reduced negligent based claims and lawsuits by 50%.



### RISAMAR

Retained by RISAMAR Jessie facilitated the success of the company from a start-up to becoming Google's Caribbean representative for digital content, identifying and procuring key Latin America talent and substantially increasing their revenues.



### COPIA HEALTH CARE

Retained by founding investors as COO of a start-up company, Jessie significantly reduced overhead, increased revenue and operational efficiency and accelerated the company's growth to achieve a sale price three times the initial value.



### BLOQUV & DKI

Jessie provided legal and business advice on quality control matters pertaining to manufacturing and supply chains. Drafted and negotiated international manufacturing agreements with suppliers and real estate agreements with commercial property owners. Thwarted a third-party lawsuit from escalating into protracted litigation.



## SELECTED RECOMMENDATIONS

View more at: [www.linkedin.com/in/jessiemabad/](http://www.linkedin.com/in/jessiemabad/)



### BILLY LITTLE

Director of Sales  
ShadeFLA

[linkedin.com/in/billy-little-114a6814](http://linkedin.com/in/billy-little-114a6814)

"In a rare combination, Ms. Abad possesses **the keen sharpness of a seasoned attorney with the creative intelligence of an entrepreneur**. . . .

She is always a joy to deal with, has an unwavering eye for the client's best interest and is sensitive to our budgets and finances. Ms. Abad closed all our matters swiftly, with elan, and each time with a favorable result for us. In no uncertain terms, she is among the sharpest, most professional lawyers in this city."

### TOM NILSEN

Partner

Gelfand, Rennert & Feldman

[linkedin.com/in/tom-nilsen-0b93a21](http://linkedin.com/in/tom-nilsen-0b93a21)

"She is one of the few attorneys with whom I have worked who is adept with numbers and numerical analysis. Not only is she a keen analyst, she cuts to the heart of the matter with **incisive questioning and an innate sense for business, finance, and strategy**. . . . She is surely one of the sharpest attorneys with whom I have had the pleasure to work."

### BARBARA VERA

Finance / Licensing  
National Hockey League

[linkedin.com/in/barbara-vera-77676b99](http://linkedin.com/in/barbara-vera-77676b99)

"Not only is she **a top, expert lawyer**, she is also **a master problem solver**, always with a clear sense of purpose in protecting her client's interests. She is very logical, systematic, and strategic in bringing order and resolution to the largest, most complicated matters. Jessie thrives on those huge challenges."

## WHAT CLIENTS SAY OUR WORK

We have a great understanding of how most conventional law firms no longer meet today's complex and ever-changing business challenges. That is why, at JMA Law Offices, we strive to meet our client's needs by employing an all-inclusive, multidisciplinary and strategically agile approach.

Our holistic strategy is not only fundamentally different from the traditional approach, but, most importantly, it has proven to be exceedingly successful and a lot more cost-effective.





## JMA LAW OFFICES, P.A.

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