



Name Change FAQ:

Q. Why are you changing your name to SFL Data?

A. Now that we serve law firms in all the major markets, including NYC, LA, and DC, and have corporate clients across the U.S. from Seattle to Boston, we want our name to reflect our expanding geographic reach. In addition, we want a name that more accurately reflects our established data services and significant investments in people, processes and infrastructure over the last few years. Yet we didn't want to abandon our San Francisco roots, nor the commonly used acronym for San Francisco Legal – SFL. Our new name, SFL Data, satisfies all of these objectives.

Q. Will you be opening other regional offices?

A. Not at this time. However, our account representatives travel worldwide to meet our clients' needs.

Q. What is the significance of your new tagline “Search-Find-Litigate”?

A. Besides starting with S-F-L, we felt that these three words describe the most common e-discovery activities around which we've built our data services.

Q. Does your focus on data mean you're leaving the paper reprographics business?

A. Absolutely not. Paper documents are not going away anytime soon. When it comes to reprographics, we have a long history of providing superior service and value. Reprographics will continue to be an important part of our continued growth because it enables us to satisfy all aspects of our clients' needs.

Q. Will your old sanfranciscolegal.com email addresses still work?

A. They will continue to work seamlessly for the next few months. Eventually, we will transition to using only sfldata.com, so please update your address books.

Q. Who do we write checks to when we pay invoices?

A. San Francisco Legal will work, as will SFL Data and Liffey Thames Group.

Q. Are you moving your offices or changing your phone number?

A. Our offices will remain in downtown San Francisco and our phone number will remain 415-392-2900, answered by a knowledgeable professional 24 hours a day, seven days a week.