

Mark L. Weintrub
President and founder



Mark L. Weintrub is founder and president of General Counsel Law P.C. (GCL), a Dallas-based legal services firm that delivers fractional general counsel, also known as “outsourced general counsel” for small- and mid-market companies. Weintrub created FlexGC™ or Flexible General Counsel, a legal services offering that allows businesses to tap senior-executive legal expertise and experience—as needed, when needed, for a flat fee. Weintrub formed GCL in July 2008.

GCL typically serves companies “that are faced with some type of problem or issue regarding legal risks,” said Weintrub. “But I am seeing growing interest in FlexGC as a way they can prevent problems and mitigate risks.” Weintrub specializes in contracts (confidentiality, employment, licensing, supplier, intellectual property, trade secrets, etc.), mergers/acquisitions (international, domestic, buyer, seller), risk management, corporate structure/entities, and business litigation, arbitration and mediation. “Business’s are finally reaching the point where it just makes good business sense to address risk issues upfront rather than incur astronomical legal fees to fix a problem,” said Weintrub.

Weintrub’s legal career spans more than 20 years working “both sides of the table” as chief legal counsel for corporations, as a law firm business-litigation attorney and as a small-business owner. Between 2001 and 2008, Weintrub served as top legal counsel at General Nutrition Centers Inc. (GNC) in Pittsburgh, Pa. GNC is the largest global specialty retailer of nutritional products (vitamins, mineral, herbal and other specialty supplements and sports nutrition) with more than 4,800 retail locations in the United States and Canada, and franchise operations in 48 international markets, and at Authentix Inc. in Dallas, the leader in the global authentication solution and brand protection market. Both companies required business-driven legal expertise to navigate through a series of mergers and acquisitions as well as complex intellectual property issues.

During his career, Weintrub has managed business and legal issues that span fully integrated manufacturing operations throughout North America and offshore sourcing and distribution operations in the international electronic security market to scientific technology in the global authentication solution and brand protection market, and more. He has worked in consumer products manufacturing, distribution and retail, including global franchising, as well as several software and technology start-up operations.

Prior to 2001, Weintrub served as vice president of administration, general counsel and secretary at MDI Inc. (formerly Ultrak Inc.) in Lewisville, Texas. He also served as associate

general counsel for Jacuzzi Brands Inc. (formerly Eljer Industries Inc.) in Dallas; associate attorney at Middleberg, Riddle and Gianna, a Dallas law firm; and at Linn & Neville, a law firm in Oklahoma City, Okla.

Weintrub is a long-standing member of the American Bar Association, the Association of Corporate Counsel and is licensed to practice law in the States of Texas, Oklahoma and Pennsylvania.

He is also a published author, with articles in *Texas Lawyer* and *The Environmental Corporate Counsel Report*, among others. He is also a frequent speaker on business litigation topics, such as “Effectively Forecasting, Monitoring and Managing Your Legal Budget,” “Electronic Billing: Utilizing Technology Tools For Budget and Matter Management” and “Best Practices in Managing Labor and Employment Issues,” among other topics.

Weintrub is a 1983 graduate of the University of Missouri School of Business and Public Administration, and in 1986 obtained his law degree from Oklahoma City University’s School of Law. Weintrub lives in Plano, Texas, with his wife and two children.

For more information, visit www.generalcounseltx.com, or contact GLC at info@generalcounseltx.com, or call 214.561.8607.

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