



**SOOA**  
ADVOCATES LLP

Advocates, Accredited Mediators, Commissioners for Oaths & Notaries Public

**FIRM PROFILE**



# About Us

SOOA Advocates LLP is a premier Nairobi-based full-service law firm committed to delivering practical, innovative and client-centered legal solutions. Founded by experienced professionals with decades of combined work experience and who are passionate about excellence and integrity, our firm merges deep local knowledge with a forward-thinking approach to navigate the complexities of Kenya's legal and regulatory environment. We serve a diverse clientele, ranging from startups and SMEs to multinational corporations and government entities, ensuring every client receives personalized and effective legal support.

At SOOA Advocates, we believe that exceptional legal service goes beyond advice—it requires partnership. Our team works closely with clients to understand their unique challenges and goals, offering tailored strategies that are clear, actionable, and results-driven. Whether handling corporate transactions, dispute resolution or sensitive family matters, we bring agility, professionalism and dedication to every case, ensuring optimal outcomes.

Driven by a commitment to ethics, social responsibility, and continuous learning, SOOA Advocates stays at the forefront of legal developments in Kenya and across Africa. We invest in research, training and technology to provide cutting-edge advice and proactive solutions. As trusted advisors and advocates, we strive to empower our clients and to contribute positively to the legal profession and the communities we serve.





## Vision & Mission

### **Vision:**

To stand among Kenya's leading law firms, recognized for our thought leadership, ethical practice, and transformative client service.

### **Mission:**

To offer accessible, impactful, and high-caliber legal services that enable client success and champion the rule of law.

## Why Choose Us?

### **Tailored Legal Strategies**

We craft solutions aligned with your goals.

### **Unwavering Integrity**

We uphold confidentiality and high ethical standards.

### **Efficient Excellence**

We merge legal acumen with responsive service.

### **Local Insight, International Standards**

Nairobi-based, locally grounded, globally versatile.

# Our Core Values

At SOOA Advocates LLP, our values are the foundation of our practice. They guide how we serve, how we lead and how we uphold justice in every engagement. To us, every file is a soul, every brief is a human. These principles reflect our commitment to ethical excellence, strategic clarity and client empowerment:-

- **Integrity**

We uphold the highest ethical standards in every engagement. Our counsel is honest, our processes transparent, and our commitment to justice unwavering.

- **Excellence**

We deliver precise, well-researched, and strategic legal solutions. Every brief, contract, and courtroom appearance reflects our dedication to mastery and impact.

- **Client-Centered Service**

We listen deeply, respond promptly, and tailor our approach to each client's unique needs. Your goals shape our strategy—your success is our priority.

- **Accountability**

We stay with your case from start to resolution. Our team tracks progress, anticipates challenges, and communicates consistently—because trust is built through action.

- **Confidentiality and Trust**

We protect client information with utmost discretion. Every engagement is treated with the respect and privacy it deserves.



# Practice Areas

At SOOA Advocates LLP, we offer a full spectrum of legal services designed to meet the evolving needs of individuals, businesses, and institutions across Kenya. Our practice areas span civil litigation, corporate and commercial law, conveyancing and property law, family law, employment and labour law, intellectual property, legal advisory and compliance, and tax law. Each service is delivered with strategic clarity, legal precision, and a deep understanding of Kenya's regulatory landscape. Whether you're resolving a dispute, structuring a business, securing property, or protecting innovation, our team provides tailored counsel that empowers confident decisions and sustainable outcomes. We don't just offer legal solutions—we build trusted partnerships that uphold justice, protect legacy, and drive transformation.

- **Civil Litigation**
- **Corporate & Commercial Law**
- **Conveyancing Law**
- **Family Law**
- **Employment & Labour Law**
- **Intellectual Property Law**
- **Legal Advisory & Compliance**
- **Tax Law**



# Practice Areas

## ■ Civil Litigation

At SOOA Advocates LLP, our litigation team represents individuals, businesses, and institutions in civil, commercial, and constitutional disputes across all levels of Kenyan courts. We handle matters ranging from breach of contract and tort claims to judicial review and constitutional petitions. Our practice also includes debt recovery—where we pursue outstanding obligations with urgency and legal precision—and insurance law, where we represent clients in claims, coverage disputes, and policy enforcement. We approach every case with strategic clarity, thorough preparation, and courtroom excellence.

Whether defending your rights or enforcing your entitlements, we ensure that your interests are protected through sound legal arguments, procedural compliance, and relentless advocacy. Our litigation philosophy is rooted in integrity, resilience, and results. We don't just represent—we resolve. With SOOA Advocates LLP, you gain a legal partner who understands the stakes, anticipates the challenges, and fights for outcomes that matter.

## ■ Corporate & Commercial Law

SOOA Advocates LLP provides strategic legal support to startups, SMEs, and large corporations across Kenya's dynamic business landscape. We advise on company formation, governance, shareholder agreements, mergers and acquisitions, and commercial transactions. Our team ensures full compliance with the Companies Act, 2015, and other regulatory frameworks. We also offer specialized expertise in banking law, guiding clients through loan structuring, securities, regulatory compliance, and financial services contracts.

Whether you're negotiating a joint venture, drafting service agreements, or restructuring your business, we deliver clear, actionable legal solutions that protect your interests and drive growth. Our approach is proactive, commercially aware, and tailored to your sector. We understand that legal clarity is essential for business confidence—and we provide it with precision. At SOOA Advocates LLP, we don't just advise—we empower. Our goal is to help you build resilient, compliant, and opportunity-ready enterprises that thrive in Kenya's competitive market.

## ■ Conveyancing Law

SOOA Advocates LLP offers expert legal guidance in real estate and property law, helping clients navigate land acquisition, leasing, transfers, and development projects. We conduct thorough due diligence, verify titles, and ensure compliance with Kenya's land control regulations. Our conveyancing practice covers residential, commercial, and agricultural property, including landlord-tenant matters, boundary disputes, and succession-related transfers. Whether you're buying, selling, or investing, we safeguard your transaction with clarity, precision, and legal integrity.

We also advise on joint ownership structures, land use planning, and property financing arrangements. Our team understands the emotional and financial significance of property, and we treat every engagement with the seriousness it deserves. From urban developments to rural holdings, we help clients secure their investments and avoid legal pitfalls. At SOOA Advocates LLP, property law is not just about paperwork—it's about protecting legacy, unlocking value, and ensuring peace of mind in every transaction.



## ■ Employment & Labour Law

SOOA Advocates LLP provides comprehensive legal support to both employers and employees across Kenya's labour landscape. We draft and review employment contracts, advise on workplace policies, and ensure compliance with the Employment Act, 2007 and other labour regulations. Our team represents clients in disputes before the Employment and Labour Relations Court, including wrongful termination, redundancy, discrimination, and wage claims. We also assist with internal disciplinary procedures, collective bargaining agreements, and occupational health and safety compliance. For employers, we offer proactive risk management and HR legal audits.

For employees, we advocate for fair treatment and legal redress. Whether you're building a compliant workplace or navigating a complex dispute, we provide strategic, rights-based counsel that protects your interests. At SOOA Advocates LLP, we believe that employment law is about balance—ensuring that both parties operate within a framework of fairness, accountability, and legal integrity.

## ■ Family Law

Family matters require more than legal expertise—they demand empathy, discretion, and strategic clarity. At SOOA Advocates LLP, we handle sensitive family law issues with professionalism and care. Our services include divorce proceedings, child custody and maintenance, succession planning, and matrimonial property disputes. We guide clients through the emotional and legal complexities of family transitions, ensuring that rights are protected and outcomes are fair.

Whether negotiating settlements or representing clients in court, we prioritize dignity, confidentiality, and long-term stability. Our succession practice includes drafting wills, obtaining grants of probate, and resolving inheritance disputes under Kenyan law. We also advise on guardianship, adoption, and family agreements. At SOOA Advocates LLP, we understand that family law is not just about resolving conflict—it's about preserving relationships, securing futures, and restoring peace. We walk with you through every step, offering legal clarity and compassionate counsel when it matters most.

# Practice Areas

## ■ Legal Advisory & Compliance

SOOA Advocates LLP offers tailored legal advisory services to individuals, businesses, and institutions seeking clarity, compliance, and strategic direction. We provide legal opinions, conduct due diligence, and support clients in navigating Kenya's regulatory frameworks. Our compliance practice includes corporate governance, data protection, anti-money laundering, and sector-specific regulations. Whether you're launching a new venture, restructuring operations, or responding to legal queries, we deliver clear, actionable advice grounded in law and commercial reality.

We also assist boards and executive teams with policy development, risk management, and legal audits. Our approach is proactive—identifying vulnerabilities before they become liabilities. At SOOA Advocates LLP, legal advisory is not just about answering questions—it's about empowering decisions. We help you operate with confidence, integrity, and full legal alignment.

## ■ Intellectual Property Law

Innovation deserves protection. At SOOA Advocates LLP, we help creators, entrepreneurs, and institutions safeguard their intellectual property under Kenyan and international law. Our services include trademark registration, copyright protection, patent advisory, and enforcement of IP rights. We guide clients through the Kenya Industrial Property Institute (KIPI) processes and offer strategic counsel on licensing, franchising, and brand protection. Whether you're launching a new product, publishing creative work, or building a digital platform, we ensure your ideas are legally secured and commercially viable.

We also represent clients in IP disputes, infringement claims, and domain name recovery. In a fast-evolving digital economy, intellectual property is a critical asset—and we treat it as such. At SOOA Advocates LLP, we don't just protect innovation—we help you leverage it. Our goal is to ensure that your creative and commercial identity remains uniquely yours.

## ■ Tax Law

Navigating Kenya's tax landscape requires precision, foresight, and strategic counsel. At SOOA Advocates LLP, we advise individuals and businesses on tax planning, compliance, and dispute resolution. Our services include VAT, PAYE, corporate tax, customs, and excise matters, as well as representation before the Kenya Revenue Authority (KRA) and the Tax Appeals Tribunal. We assist with audits, objections, and negotiations, ensuring that clients meet their obligations while minimizing exposure.

Our team also supports cross-border transactions, transfer pricing, and tax structuring for mergers and acquisitions. Whether you're a startup seeking clarity or a multinational managing complex obligations, we provide legal insight that aligns with your financial strategy. At SOOA Advocates LLP, tax law is not just about numbers—it's about protecting value, ensuring compliance, and unlocking growth.

# Our Service Framework

## Legal Fees

At SOOA Advocates LLP, our fee structure is guided by the Advocates Remuneration Order and tailored to reflect the scope, complexity, and value of each engagement. We are committed to transparency and fairness, and we welcome mutual agreements with clients on a case-by-case basis to ensure alignment with their legal needs and budgetary considerations. Every fee arrangement is documented clearly, with no hidden charges—because trust begins with clarity.

## Technology

We operate on a fully digitized platform, enabling seamless communication, efficient document management, and timely case tracking. Our investment in legal technology ensures that clients receive responsive, streamlined service—whether they're engaging us from Nairobi, across Kenya, or internationally. From secure data handling to real-time updates, we leverage innovation to deliver legal excellence with speed and precision.

## Professional Indemnity

SOOA Advocates LLP maintains a robust professional indemnity cover through, safeguarding our clients and our practice against unforeseen risks. Where assignments demand enhanced coverage, we are prepared to scale our indemnity or engage additional providers to meet specific client or project requirements. This reflects our commitment to accountability, risk management, and professional assurance at every level of service.

**COMMITTED TO DELIVERING LEGAL  
CLARITY, STRATEGIC COUNSEL, AND  
COMPLIANCE THROUGH INNOVATION  
AND TRUST.**

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# Our Team



## Ajaa Olubayi

Founding and Managing Partner

Ajaa Olubayi is the Founding and Managing Partner of SOOA Advocates LLP, a leading law firm based in Nairobi, Kenya. A distinguished Advocate of the High Court of Kenya, he not only brings decades of legal expertise and strategic leadership which is instrumental in driving the firm's strategic direction to offer exceptional client service, but dedicates himself to continuous advancement of the legal profession in Kenya through his sharp legal acumen.

Olubayi has extensive experience in all kinds of litigation and has argued cases in both Kenyan and continental courts, deploying meticulous attention to detail, strategic foresight, and unwavering dedication to achieving optimal outcomes for his clients. His blend of rigorous legal training, specialized certifications in arbitration, tax, data protection, and strategic management equip him to navigate intricate legal and business landscapes with confidence and skill.

Olubayi is responsible for recruitment and supervision of staff, administration, management of the firm's finances and general management.

### Membership

1. Law Society of Kenya
2. Nairobi Branch Law Society
3. East Africa Law Society
4. Institute of Chartered Mediators & Conciliators



## Susanne Margaret Otieno

Founding and Senior Partner

Susanne Otieno is the Founding and Senior Partner of SOOA Advocates LLP, a premier law firm based in Nairobi, Kenya. A distinguished legal practitioner, she supervises the litigation department where she handles diverse matters for a rich clientele comprising of, among others, insurance companies, County Governments, private companies, and natural persons.

She has successfully litigated in some landmark cases in both Kenyan and continental courts, cases which have created rich jurisprudence with numerous precedents.

To Susanne, every file is a soul and every brief is a human. This mantra, coupled with a robust academic foundation and prestigious professional and leadership certifications, enables her to deliver innovative, practical, and results-oriented legal services that are tailored to the specific needs of her diverse clientele.

### Membership

1. Law Society of Kenya
2. Nairobi Branch Law Society
3. East Africa Law Society
4. Institute of Chartered Mediators & Conciliators

# Our Team

## Associates

Stephen Ng'ang'a  
Felix Etyang'  
Moses Ochieng'  
Victor Ouma  
Beth Njue  
Judy Tanui Waithira

## Pupils

Joan Musuya  
Margaret Kemunto

## Accountant

Amos Wambua

## Administrator

Janet Ekodir

## Secretary

Jemimah Margaret Omondi

## Personal Assistant

Gertrude Mkamburi

## Clerk

Esther Juma

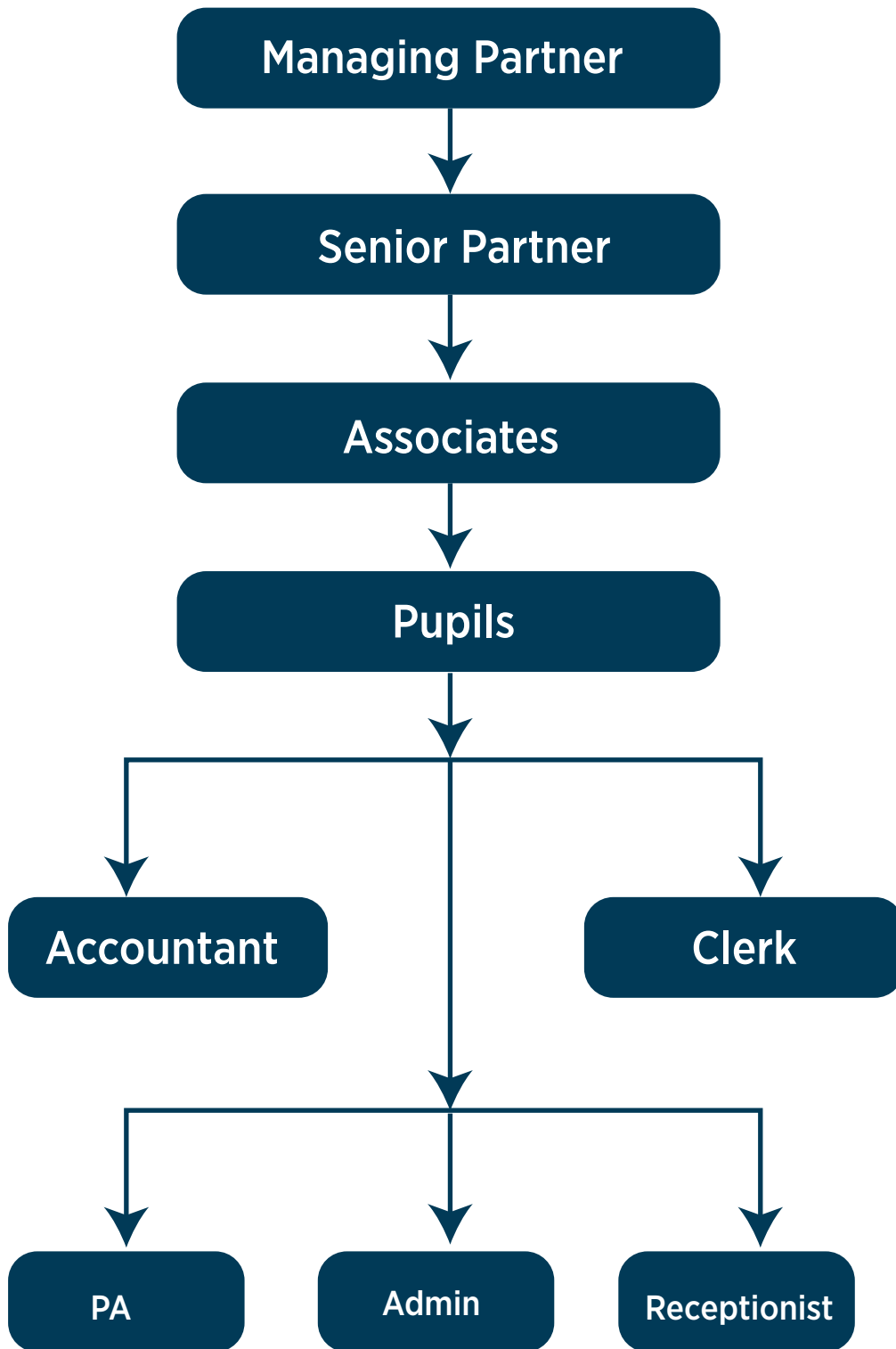


# Our Clients

We have a wide array of clients ranging from county governments, parastatals, corporate entities, non-governmental organisations (NGOs), academic institutions, SACCOs & Microfinance institutions, businesses and natural persons. Some of our clients include:

	
 <p><b>Labour Party of Kenya</b> Haki na Usawa</p>	 <p><b>AMACO INSURANCE</b> <i>Service beyond the obvious</i></p>
	
 <p><b>SidianBank</b> <i>Own Tomorrow</i></p>	
	<p><b>All Nasra Gardens Residents Association</b></p>

# Firm's Organogram





# Contact Us

Nextgen Mall,  
1st Floor, Suite 43, Mombasa Road,  
BOX 44652 - 00100, Nairobi.  
Tel: +254 706 644 321  
Email: [info@omadvocatesllp.co.ke](mailto:info@omadvocatesllp.co.ke)  
[info@sooaadvocatesllp.co.ke](mailto:info@sooaadvocatesllp.co.ke)

Shalom Estate, Rehema Street,  
(Exit 15A off Thika Highway), Juja Town,  
P.O. Box 42481-00100, Nairobi.  
Tel: +254 719 553 792  
Email: [info@olubayiadvocates.co.ke](mailto:info@olubayiadvocates.co.ke)  
[info@sooaadvocatesllp.co.ke](mailto:info@sooaadvocatesllp.co.ke)



[www.sooaadvocatesllp.co.ke](http://www.sooaadvocatesllp.co.ke)



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