

## Our legal skills

The team is **a french and international transactional group**.

The team has set up and reorganized hundreds of franchise systems in France.

Internationally the team has developed unique legal capabilities.

First, Gilles is multilingual since he spoke Indonesian from birth, English at three in Georgetown DC, and took up French at six in Hanoi. He has spent 15 years abroad during his youth, attending schools in Jakarta, Georgetown, Hanoi, Boston, Beijing, Singapore, Bangkok, Vientiane and Port-Vila in Vanuatu.

Since an early age he has been exposed to an international culture and developed unique people skills and problem solving attitude. Making a personal statement of helping franchisors export to and from France their franchise systems, he has put to good use his lateral thinking aptitudes which in many cases has generated simple and creative solutions to apparently deadlocked situations.

First of its kind in the world, the firm has set up a one-stop **start-up franchise system** program. To participate in the program, the start-up franchise system must first qualify.

The main criteria to qualify is the business idea's potential to dominate its market. If it qualifies the group deploys its lawyers, consultants, partner investment funds, analysts, mentors and business angels to help the system come to life.

The firm has also structured a **corporate law and private equity practice**. We have helped our clients in various types of transactions, be it mergers and acquisitions, vetting shareholders' agreements, negotiating buyout, cross borders investments, joint ventures and advising on formation and structuring or restructuring of corporate entities.

As **General Counsel** to its clients, the firm assists franchisors in their day to day operations by helping the whole management team, from CEO to Franchise Developer and Franchise Director. Daily work consists in making sure the franchise newcomers have properly executed the contracts, dealing with difficult situations within the network, assisting in the sale or acquisition of commercial premises, performing company secretarial work.

**As a seasoned French litigation outfit**, we have argued hundreds of cases across France in distribution law and general commercial litigation.

This expertise is derived from the fact that until 2005, Gilles has acted as an advocate of franchisees against some of the most powerful franchise systems in France. During these years he has developed a very wide expertise and in-depth knowledge of court tactics.

Since 2006, he has reoriented his practice to defend franchisors exclusively.

Knowing intimately court tactics of both sides is an asset for clients.

Gilles has invented the golden rule, a one page method of analysis of cases which ensures that no rocks stay unturned.

The team has litigated before the following courts:

**Commercial courts** : Cusset, Montluçon, Cannes, Troyes, Narbonne, Aix-en-Provence, Marseille, Caen, Lisieux,

Angoulême, La Rochelle, Saintes, Dijon, Guéret, Besançon, Evreux, Chartres, Brest, Nîmes, Toulouse, Bordeaux, Montpellier, Rennes, Châteauroux, Tours, Grenoble, Blois, Saint-Etienne, Nantes, Orléans, Angers, Briey, Vannes, Metz, Nevers, Douai, Dunkerque, Lille, Roubaix-Tourcoing, Beauvais, Arras, Clermont-Ferrand, Bayonne, Pau, Tarbes, Saverne, Strasbourg, Mulhouse, Mans, Annecy, Thonon-les-Bains, Paris, Meaux, Melun, Versailles, Niort, Amiens, Castres, Montauban, Toulon, Avignon, Poitiers, Evry, Nanterre, Bobigny, Créteil, Pontoise

**Appellate courts** : Aix-en-Provence, Amiens, Angers, Besançon, Bordeaux, Bourges, Caen, Chambéry, Douai, Grenoble, Lyon, Montpellier, Nîmes, Paris, Pau, Poitiers, Rennes, Riom, Rouen, Toulouse, Versailles.