

# HERBERT SMITH FREEHILLS ADVISED UBS (FRANCE) ON THE CREATION OF A JOINT-VENTURE WITH LA MAISON

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Deals and cases

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Herbert Smith Freehills Paris advised UBS (France), presided by Jean Frédéric de Leusse, on the creation of a joint-venture with La Maison, a prestigious investors' club launched in 2014 by Michel Cicurel and Marc Lévy.

The joint-venture, named UBS La Maison de Gestion, and whose business, dedicated to asset management for the benefit of fortunes and family office activities, was reinforced by several prior mergers and a partial contribution of assets, manages approximately 4.5 billion euros worth of assets.

UBS (France) was advised internally by Donatien de Longeaux and Richard Hodgson. A Herbert Smith Freehills Paris team, in charge of the prior restructuring as well as the joint-venture set-up, was led by Hubert Segain (partner), Sophie de Labrouhe, Maëli Bourbon and Veronica Andersson on the corporate aspects, Sophie Brézin (partner) and Elisabeth Debrégéas on the employment aspects and Alexandra Neri (partner) and Laure Cardinet on the IP aspects.

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