

Inmemori, an online memorial service, worked with Parallel Avocats in the context of an evolution of its business model and a transition towards becoming a funeral services operator.

## 1. Challenge

Initially operating as a social network dedicated to grief, inmemori wanted to become a funeral services operator in order to offer more services to families, while maintaining its digital infrastructure at the heart of the success of its online memorial service.

## 2. Solution

Parallel Avocats reviewed the contractual structure and operational model of inmemori in order to make sure that the new service is compliant with the rules applicable to digital intermediaries and funeral services operators.

## 3. Bénéfices

Parallel Avocats' intervention allowed inmemori to successfully launch its service, while making sure it is compliant with a dense and complex set of rules in order to secure its long-term development.

## Avis du client

*« We have a long-standing relationship with Parallel Avocats. I am happy to have been able to rely on them in this fundamental transition for inmemori with new legal challenges in a particularly sensitive sector. The Parallel Avocats team has been able to deep-dive into the heart of our operations in order to advise on issues that truly mattered for the company. »*

Clémentine Piazza

inmemori CEO and founder