



LA BELLE VIE

Parallel Avocats successfully represented and assisted La Belle Vie in the takeover of Frichti's assets (which were in receivership). As part of a multi-disciplinary team, the core of the firm's intervention concerned complex regulatory aspects, in particular issues relating to the transfer of databases, software and intangible assets.

1. Challenge

In the context of Frichti's bankruptcy proceedings, several assets were of interest to La Belle Vie in order to build a recovery plan and ensure business continuity (both B2B and B2C). In addition to insolvency and labor law issues, particular attention had to be paid to intangible assets (notably intellectual property, technology and data).

2. Solution

With expertise in these intangible assets (in particular, intellectual property, technology and data), La Belle Vie was able to build its offer while taking into account the legal issues and having benchmarks on what could and could not be taken over. Armed with this comfort, La Belle Vie teams were able to focus on their offer, their business positioning and the joint post-takeover business plan.

3. Bénéfices

La Belle Vie's comprehensive, coherent and serious offer was appreciated, as the company was designated as the buyer of the assets it had applied for. Managing all aspects of the operation, in particular the intangible assets (notably intellectual property and data), proved to be a competitive advantage over other potential buyers.

Avis du client

« We are delighted that La Belle Vie will be able to continue Frichti's business. It's a wonderful brand and company, with both a logistical side and a strong technological dimension. As part of the takeover bid, we wanted to be accompanied by a firm with expertise in the legal issues surrounding data, technology and intangible assets. We chose Parallel Avocats for their reputation and in-depth expertise: we're delighted with their contribution to this transaction. »

PARALLÉL

Avocats

Paul Lê and Alban Wienkoop

Cofounders La Belle Vie