

Parallel Avocats assisted Luckey in its legal structuring following its acquisition by the Airbnb group in December 2018.

1. Challenge

Post-acquisition periods are key to the success of synergies between the acquirer and the new subsidiary. Airbnb has asked Parallel Avocats to provide the necessary support in reviewing Luckey's contractual architecture, complying with the rules applicable to concierge companies, developing partnerships, or taking into account the legal constraints of a digital operator for part of its activity.

2. Solution

Parallel Avocats provided Luckey with the services of a lawyer one day per week over a period of 4 months to identify, prioritize and manage legal projects in close collaboration with the Luckey and Airbnb teams. The integration of Parallel lawyers into the teams and the regular monitoring of the project have thus guaranteed constant progress of the project as well as precise monitoring of the legal issues for Airbnb.

3. Bénéfices

Thanks to this close collaboration, Luckey and Airbnb have received legal support to advance all aspects of the business (both technological and operational), taking into account the legal dimension. The Parallel team also assisted Luckey in identifying and processing priority projects to be carried out in order to complete the integration within the Airbnb group.

Avis du client

« Parallel Avocats has become our trusted advisor: the entire team has demonstrated a commitment and rigour that have facilitated the legal and operational integration within the Airbnb group over the past few months. » (**Aurélien Malfait**, co-founder of Luckey). « The intimate knowledge of digital companies and the involvement of Parallel's lawyers have enabled them to support Luckey in the best conditions and with efficiency. The integration of Luckey is a strategic development project for Airbnb and Parallel Avocats helps us making it a success. » (**Franck Avignon**, Senior Legal Counsel Airbnb).