



TRUE OR FALSE: AYACHE NEWS



The Ayache website has been hacked! Clients are panicking

False! The firm's newly launched website is working perfectly - it has just undergone a quick maintenance to update the "Our Talents" and "Our Expertise" sections. For clients, an intervention that was as discreet as the registration of a crypto-asset transfer in its blockchain.



Ayache has been ranked first in every Innovation, Technology and Telecom league table for 10 consecutive years!

False! But it shall be TRUE for this coming year...



Ayache welcomes a new team to launch the firm's Technology department

True!!!

Guillaume Seligmann, partner, and his two associates, **Héloïse Masson et Laura Mallard**, join us from Cohen&Gresser to create **Ayache's** Technology department.

The team works in all the main areas of information technology and advises large corporations and industry players as well as start-ups and investment funds.

This new center of expertise covers all the main issues encountered by clients in the field of technology: IT, internet, e-commerce, personal data protection, telecoms, crypto-assets and cyber-security.

The creation of the Technology department strengthens the firm's development strategy, which has seen in recent years a steady increase the firm's the capacity to create synergies and improve its overall visibility in high-growth sectors.

"We are happy and proud to join a firm as dynamic and forward-thinking as Ayache, which has understood that the tilt towards services and the accelerating digitalization of the economy, as well as the growing share of technology-related issues in all business sectors, make a technology practice a strategic axis of development" Guillaume Seligmann comments.

"Not only has expertise in information technology law become essential in a large number of transactions, but it is also a necessary addition in order to be able to meet our digital ambitions and those of our clients on a more global scale." add Olivier Tordjman and Bernard Ayache, Co-managing Partners.

A (FRENCH) PRESENTATION VIDEO IS AVAILABLE [HERE](#).

Guillaume Seligmann

Prior to joining Ayache to create the Technology department, Guillaume headed the same practice for nearly 15 years at Cohen & Gresser (2016-2022), Cotty Vivant Marchisio & Lauzeral (2007-2016) and Kahn & Associés (2000-2007).

Guillaume was admitted to the Paris Bar in 2000 and holds a Master's degree in private law from the University of Paris I Panthéon-Sorbonne and an LL.B from King's College London.

Héloïse Masson

Prior to joining Ayache, Héloïse worked for 5 years at Cohen & Gresser. Héloïse Masson advises clients on transactions and regulatory issues related to technology.

She holds a Master 2 in Intellectual Property and Information Technology Law from the University of Paris II Panthéon-Assas, a Master 2 in Private Law from the University of Strasbourg, and a double degree in Law and Philosophy from the University of Paris I Pantheon-Sorbonne.

Laura Mallard

Prior to joining Ayache, Laura also worked at Cohen & Gresser. She also completed internships at Total and law firms such as Gide Loyrette Nouel, Orsay, Baker McKenzie, and Jones Day.

Laura holds an LLM in International and European Business Law, specializing in Information Technology Law from Trinity College Dublin. As part of the Magistère de Juriste d'Affaires Européen, she obtained her Master 2 in International and European Business Law as well as a Master and a Degree in Business Law from the University of Lorraine.



AYACHE is a multi-specialist firm

True! Founded 30 years ago, AYACHE is an independent French business law firm with 50 lawyers (including 16 partners and 7 counsels).

More than half of the Firm's lawyers are dedicated to Mergers & Acquisitions, LBOs, Expansion Capital, Turnarounds and Restructurings. The experience of the Corporate Finance team is further enhanced by the superlative expertise of the lawyers in the Firm's other practice groups, enabling it to master the multiple issues involved in these transactions through a wide range of skills. The firm has recognized expertise in business law in 11 main practice areas: Mergers & Acquisitions - Private Equity, Banking & finance, Tax, Competition - Distribution - Commercial Contracts, Employment, Technology, Litigation, Business Ethics, Real Estate, Insolvency, Employee Share Incentive and Saving schemes.



Press contacts underneath press releases are useless

True! You have known them for such a long time...

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