

PRESS RELEASE

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TOP NICHE FIRMS FORGE STRATEGIC ALLIANCE

Legal firms Pemberton Greenish and M Law today (Wednesday 4 May) announced an alliance which allows each firm to tap into expertise previously unavailable, allowing the clients of each firm to have access to the skills of the other. Both firms were set up in response to the increasing demand for 'boutique/niche' firms, focusing on specific legal areas. M Law specialises in media, commercial and employment law; whilst Pemberton Greenish excels in property law and in responding to the needs of high net-worth private clients.

Explaining the association, Nicola Raj, Partner at M Law said:

"Our aim on forming M Law was to focus on three areas – we knew a boutique firm would give clients access to a more personal, specialised and dedicated service. However, this association means that both firms can now cross-refer their clients to the other, thereby allowing those clients access to the best possible advice in our distinct areas. At the same time, each firm will retain its separate and unique identity. We believe that our respective clients will be the true beneficiaries of this exciting new approach."

Pemberton Greenish shares M Law's vision, having crystallised five years ago from a traditional generalist practice, to embrace the niche approach to legal advice.

Damian Greenish at Pemberton Greenish continues:

“The aim of Pemberton Greenish has always been to build on our strengths. Today, the law is too diverse and complex to allow the generalist to survive. Clients want good advice from lawyers who are experts in their fields and that is what we offer. Since M Law has the same approach, it seemed to me the most obvious thing for us to give our clients access to their specialist skills, which compliment our own.

“In my view, this is the way forward for the new breed of niche and boutique practices. By combining our expertise, we can offer clients exactly what they want – an efficient and effective service from people who know their subject.”

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Picture Caption

Left to right: Damian Greenish, Pemberton Greenish; Nicola Raj, M Law; Giles Pemberton, Pemberton Greenish; Matthew Higdon, M Law.

Notes to Editors

1. For further information please contact Damian Greenish at Pemberton Greenish on 020 7591 3350 or Nicola Raj at M Law on 020 7292 2197. Alternatively Email nicolaraj@mlaw.co.uk or d.greenish@pglaw.co.uk

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2. M Law is a specialist firm, focusing on advising corporate and individual clients on media, commercial and employment law. With a philosophy of providing highly commercial advice at competitive rates, the firm has experienced impressive growth, steadily expanding to boast a large and diverse range of high-profile clients.

Nicola Raj joined M Law from Charles Russell, where she built a strong reputation and client base which has followed her to the firm. Nicola regularly appears on national television and radio. Recent appearances have included an interview on BBC Radio Four's *Law in Action*, discussing employment issues. Recent features include a profile in the *Association of Women Solicitors* magazine.

3. Pemberton Greenish is a specialist firm renowned for its property and private client work. Its core business remains providing legal services to companies and individuals owning and dealing in property with a focus on family and charity owned estates. Pemberton Greenish also offers services to private clients in areas of UK and international tax planning, trusts, wills and the operation of UK and offshore

investment vehicles. The firm was short-listed for Niche Firm of the Year at the Lawyer Awards 2004.

Damian Greenish is Senior Partner at Pemberton Greenish. He advises a number of central London landed estates, as well as other similar freeholders, management companies, developers and private individuals, based both in the UK and overseas. He is co-editor of the fourth edition of ["Hague on Leasehold Enfranchisement"](#) and is recognised as a leading authority in the complex area of enfranchisement, a subject on which he writes and lectures regularly.