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# Polsinelli Represents forceMAJEURE in Strategic Transaction with Lonsdale

**(June 12, 2024)** Am Law 100 firm Polsinelli represents **forceMAJEURE** in its strategic partnership with Lonsdale, a Paris and Singapore-based design agency, to create a global, independent branding and design powerhouse. This collaboration opens new horizons for clients on both sides, offering a global network and localized insights into regional markets.

The aim of the strategic transaction is to deliver the benefit of a global scale with a local touch, with centers in key locations, providing an original alternative to the exclusive club of international networks.

More information on the transaction can be found in the [press release](#).

The Polsinelli deal team was led by Shareholder Matthew T. Weill and included Associates Andrew Henry Hall and Jerome L. Thomeczek.

## About Polsinelli

Polsinelli is an Am Law 100 firm with more than 1,000 attorneys in over 20 offices nationwide. Recognized as one of the top firms for excellent client service and client relationships, Polsinelli is committed to meeting our clients' expectations of what a law firm should be. Our attorneys provide value through practical legal counsel infused with business insight, offering comprehensive corporate, transactional, litigation and regulatory services with a focus on health care, real estate, finance, technology, private equity and life sciences. Polsinelli PC, Polsinelli LLP in California, Polsinelli PC (Inc) in Florida.