



DATE RELEASED
1 March 2010

NEW LAW FIRM BORN INTO THE HEART OF LONDON'S LEGAL SECTOR

JD Law LLP are delighted to announce the establishment of our innovative new law practice based in Fleet Street, opposite The High Court, at the heart of London's legal world. The firm specialises in all aspects of commercial and high-end residential property, property litigation, company commercial and employment law.

David Merson, David Hershkorn, David Grossbard and Jeremy Harris, are four solicitors in their mid-thirties and early forties, who have all shared a productive working history and a warm, professional friendship.

The partners are:

David Merson, originally from New York, qualified in the United States in 2001 and then re-qualified in the UK in 2004. David focuses his practice on commercial property with a particular expertise in investment and development work as well as property management. He has advised on large-scale purchases and sales of both individual properties and sizeable portfolios.

David has acted for clients on the acquisition, development and disposal of a range of properties, including mixed-use developments, hotels, restaurants, office buildings and industrial estates.

Married with a young son, David moved to London in 2003 when his wife (who is from London) convinced him that the weather in the UK wasn't as bad as he had heard! David is a long-suffering supporter of the New York Mets and to compound his disappointment, now supports Liverpool FC. To cheer himself up, David listens to music and is pretty much obsessed with the Beatles (he's even seen Ringo Starr in concert...twice). When not working, David loves to spend time with his family travelling.

David Grossbard qualified in 1996. David believes the experience gained from working for a large City firm, as well as smaller firms, has served him well in being able to provide a complete corporate and commercial service to his clients.

He has extensive experience in a broad range of corporate and commercial matters, including M&A, private equity investments, all involving companies, LLPs, partnerships and joint ventures.

His commercial experience includes distribution, agency, franchise, supply and other commercial agreements, terms and conditions of business, merchandising, e-commerce and technology matters.

David is known for his personable style with clients, and his detailed but commercial approach to his work.

Married with two daughters (and convinced the ability to father a son was never in him), David enjoys reading, music, theatre and playing chess when not lusting after the latest in bicycle technology. A keen triathlete, David enjoys combining his training with his commute, and can be found cycling or running to and from work, dreaming of being able also to combine a swim as part of the journey.

David Hershkorn - since qualifying in 1997, he has worked in both London's West End and the City, and is therefore fully integrated into the culture of the commercial property and corporate legal world, whilst maintaining good contacts within the

property industry. His experience in this area is backed up by in-depth knowledge, good judgment and legal skill.

Before forming JD Law, David qualified at Jeffrey Green Russell, before moving to SJ Berwin and finally Brecher.

David acts for large property companies, developers and entrepreneurs in respect of all aspects of residential and commercial property. David has acted on some of the largest high-end residential developments and transactions in London in recent years.

Married with a toddler son and a baby daughter, David's loyalty can never be called into question, having been a faithful, long-suffering supporter of Queen's Park Rangers since the age of ten. He recently, albeit reluctantly gave up his season ticket to spend more time being dragged around toy shops, parks and museums with his children at the weekend!

Jeremy Harris, qualified in 1994, acts for a wide range of UK-based clients, including property companies, investors, commercial landlords and tenants in respect of all aspects of residential and commercial property. Jeremy's main area of expertise is in the serviced office and managed office sectors, where he has negotiated numerous joint venture agreements and settled all the consequential occupational documentation. His knowledge and experience within the sector dates back to his earlier role as assistant director of legal services at the in-house department of Regus plc.

Married with two sons, Jeremy is a keen cricketer and having given hopes of a call-up for England he is a regular for London Maccabi Vale, who play in the Middlesex Sunday League. His roles within the club have been from Vice-Captain to Treasurer and now to Schools Liaison officer. He is now looking forward to the day he can keep wicket to his two sons opening the bowling for the Club!

Although the four individuals have enjoyed successful careers within existing law practices, the decision to "go it alone" was always a desire for the four lawyers

throughout their career, and their professional acquaintance has resulted in a dynamic and resourceful merger.

Having gained experience in leading niche property firms and large, commercial law firms, they have acquired skill, knowledge and capability which they bring to this new venture with enthusiasm and high-octave professionalism. JD Law offers a refreshing combination of an approachable, yet highly efficient partner-led, value for money legal service.

“The unique market conditions made this the ideal time to launch JD Law” said David Merson, managing partner. “The traditional law firm approach has not adapted to suit client needs, and we feel that we can offer the very personal and efficient service that clients require in this fast-moving world”.

The unique strengths of the firm will be to offer a partner-led service, tailor-made to suit the individual needs of the client. Being a small practice, communication will form a strong element, and the principals and their staff will strive to build and maintain client/firm relationships to ensure that instructions are clear, concise and unambiguous, resulting in successful and smooth transactions.

Value for money, incorporating practical, commercial know-how, while maintaining traditional standards and good working practice will form a key part of the firm’s ethos.

Clients are drawn from all areas of the commercial, property and business world and the relationships established previously will put the firm at the forefront of the commercial and property industries in both Britain and other parts of the world.

Although the current economic downturn has impacted upon the business world, JD Law are enthusiastic and positive about the future, and welcome any enquiries and interest.

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