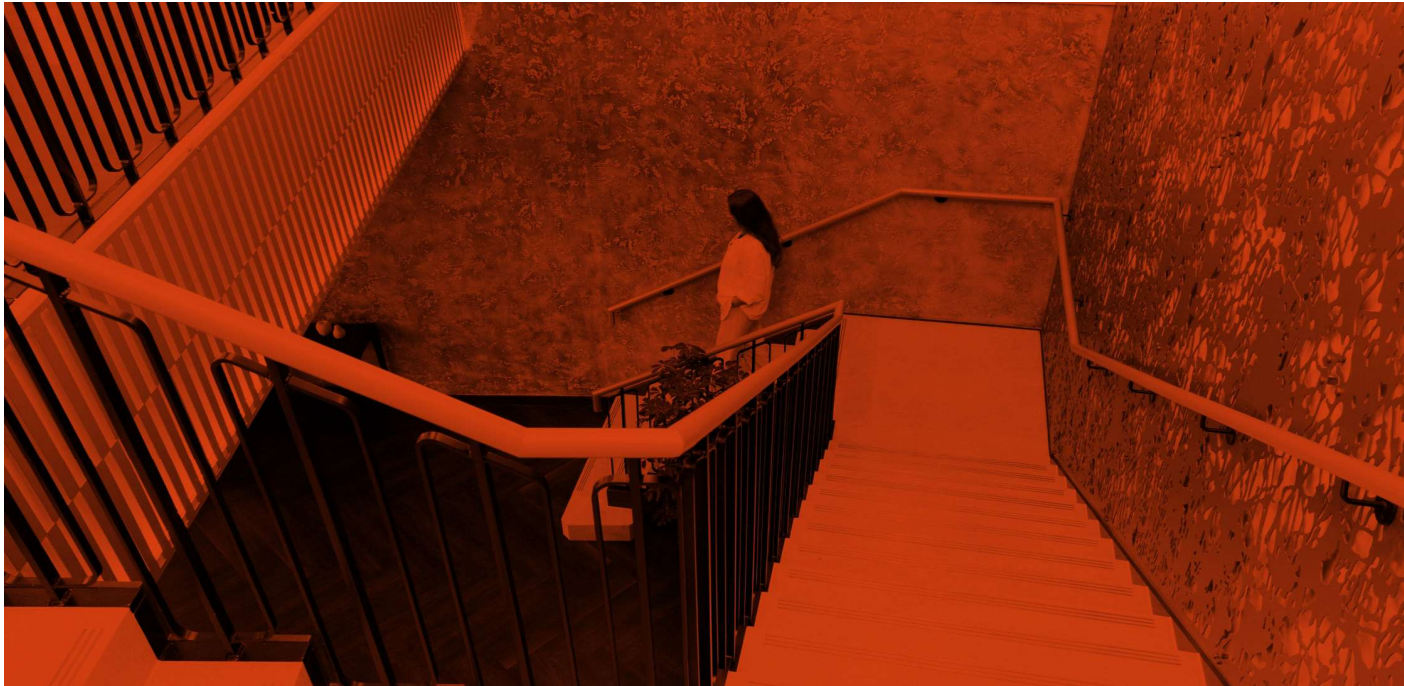


Navigating the challenges of family businesses and the reputational fallout of bust-ups



Mishcon de Reya

It's business. But it's personal.

Hazel Brayden



Reputation Protection and Crisis Management

Specialises in defending and managing clients' reputations in the face of public scrutiny and digital threats. Handles issues of defamation, privacy and confidentiality breaches, and misinformation. The team focuses on both rapid response and proactive strategies to build and protect clients' reputations.

Alexandra Agnew



Private Commercial Litigation

Specialises in resolving disputes for individual clients, recognising that personal concerns differ from those of companies. They understand the dynamics of families and family businesses, acting as trusted advisors on issues ranging from school and private contractual disputes to corporate governance disputes within private and family businesses.

Who does the headline relate to?

1. 'She wanted to enter on a trapeze': Inside the secretive, dramatic world of celebrity wedding planning.
2. [...] is set to face his kids in court, with Fox News' fate in the balance.
3. As [...] shuts down rumours of an appearance on *Love Island All Stars*, how the football heiress is forging her own path.
4. [...] gives rare insight into being sole owner of \$500M Graceland estate.
5. Inside the [...] family's \$16bn crypto empire.



Case study: Navigating family businesses and the reputational fallout of bust-ups.

The Necker family is a long-standing client of Mishcon. The family are currently being advised in relation to legal and reputational issues by the Private Commercial Litigation and Reputation Protection teams.

Valerie Necker's former business partner has threatened a £20 million breach of contract claim and plans to release false and damaging statements about her fashion company's ethics. At the same time, Valerie's sister and brother-in-law are contesting her family's stake in their sportswear brand, risking public exposure of a private family dispute. The Necker family's privacy concerns have also recently escalated, as drones illegally captured footage of their child's wedding amidst a publicised family disagreement over the event's catering choices.

These incidents underscore the complex legal challenges faced by high-profile families, highlighting the need for strategic legal, reputation and privacy proactive and protective measures.

Key Takeaways

1. Seeking legal advice at an early stage to prevent potential issues from escalating unnecessarily and is often more cost-effective in the longer term.
2. Putting in place a corporate governance structure is essential, even for family businesses. Once a problem arises, you cannot turn back time and the parties involved are more likely to be disingenuous about their earlier understanding.
3. Family disputes usually require a sensitive and nuanced approach. As private client lawyers we understand that our clients' priorities may not be commercial and we are well-practiced at providing holistic and practical advice.
4. Undertake reputational resilience due diligence and privacy and security checks on clients and their families to work out what a journalist or adversary might find out about them online and how this could be used against them.
5. Prepare for press and online intrusion – know where weaknesses lie and have a clear crisis and reputation protocol in place for who is dealing with what, and how it is being dealt with, and scenario plan for different crises.
6. Work holistically with excellent external advisors including Financial, Communications, and Cyber/Forensic experts.

Questions



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