

Hubert Mortemard de Boisse

Partner - President-elect of the Lyon Bar
Member of the Lyon Bar

SOULIER & BUNCH

STRATEGIC LAWYERING

Hubert practices primarily in business law, commercial law, and shareholder relationships and disputes. He also maintains a complementary practice advising legal professionals on management issues.

Entrepreneurial and business-focused, Hubert became a partner in an international law firm at 32 and later founded a full-service law firm with more than 60 lawyers. The firm's rapid growth provided him with extensive, end-to-end, hands-on management experience, including partner recruitment, admissions and exits, associate management, human resources, business development, and oversight of technology and back-office operations. This experience strengthened his strategic vision of the legal profession, particularly regarding structuring issues, and enhanced his ability to build cohesion and raise market visibility, leading him to spearhead the creation of a training organization and a legaltech startup, where he co-led the first round of fundraising.

Driven by a humanistic spirit and a commitment to solidarity, he also launched in 2018 a support platform for individuals facing difficult personal circumstances.

In 2022, he decided to reorient his practice in a new entrepreneurial venture, focusing increasingly on shareholder disputes in the industrial sector, for regulated professions, and in family, estate, and property litigation. He also developed a complementary practice advising law firms, chartered accountants, and statutory auditors on management matters.

Actively involved in bar-related matters and forward-looking discussions on the evolution of the legal profession, Hubert has served multiple terms on the Lyon Bar Council.

Hubert was elected President of the Lyon Bar for the 2026–2027 term.

Today, he advises a clientele comprising mainly French and international companies, associations, and members of regulated professions on their day-to-day business and commercial law matters, distribution law, commercial policies, competition law, as well as on shareholder disputes.



EXPERTISE

BUSINESS LAW

TELECOMS

REGULATED PROFESSIONS

COMMERCIAL AND INDUSTRIAL
CONTRACTS

hdeboisse@soulierbunch.com

Tel +33 (0)4 72 82 20 80

Tel +33 (0)1 40 54 29 29

Mobile +33 (0)6 62 33 90 98

Representative Matters

Shareholder Relationships and Disputes

Advised on the structuring of medical practices, including incorporation with so-called SPFPL holding companies, shareholders' agreements, exits, conciliation proceedings before professional bodies and arbitration proceedings

Advised on the structuring of an architectural firm (LBO and shareholders' agreement) and on member management

Assisted law firm partners in numerous litigation and arbitration matters

Assisted and defended clients in family, estate, and property disputes

www.soulierbunch.com

Assisted and represented clients in shareholder disputes in the industrial and services sectors, including managing internal tensions and reorganizations

Telecoms and regulated industries

Assisted operators in dispute resolution proceedings before ARCEP (French Electronic Communications, Postal and Print Media Distribution Regulatory Authority). During the 2000-2010 period, Hubert secured several landmark decisions against the incumbent operator in connection with directory data and telephone information services, ADSL, and fiber optics, thereby helping to shape the long-term liberalization of the market. He then represented clients before ARCEP in matters concerning access to civil engineering infrastructure, premium rate number tariffs, and margin regulation under regulated tariffs

Represented operators in litigation concerning the performance of access or interconnection contracts, penalties for contractual breaches, disputed service payments, etc.

Assisted clients in challenging decisions of the French Financial Markets Authority before the Paris Court of Appeals (actions for annulment and/or full or partial reversal).

Competition & Antitrust

Represented companies before the French Competition Authority in proceedings resulting in sanctions against a dominant company in the video game industry for abuse of dominance, against telecommunications operators for abuse of dominance, and against travel and transport industry players for anticompetitive collusion

Represented a public entity with a dominant position in the service industry in commitments proceedings before the French Competition Authority

Acted in follow-on and stand-alone antitrust damages actions across various industries, such as telecoms, travel, and services

Handled numerous unfair competition cases involving disparagement, client poaching, diversion of customers and abrupt termination of established business relationships

Contracts

Drafted partnership agreements, subcontracting agreements, and general terms of sale

Background

- Bunch, Co-Founding Partner, Business and Commercial Law Department, 2022-2025
- Flex Management, Founder, Management Consultant for accounting and legal professionals, 2022-2025
- LexCase, Founding Partner, Competition, Commercial & Telecommunications Department, 2009-2022
- Bird & Bird Paris, joined as Associate, promoted to Partner, Co-Founder of the Lyon office (2006), Competition & Telecommunications Department, 2001-2009
- Andersen Legal, Lyon and Paris, Competition & Telecommunications Department, Associate, 1999-2001

Mains Publications

- *Rapport du Groupe de travail sur l'interprofessionnalité*, Lyon Bar, September 2020
- *Pour retrouver son attractivité, la profession d'avocat doit faire preuve d'audace!* Septeo, September 2023
- *La SELAS et la SAS sont-elles l'avenir de la profession d'avocat?* La Lettre des Juristes d'Affaires, 2019
- *Contrat – Validité et mise en œuvre d'une clause pénale dans le secteur des communications électroniques*, La Semaine Juridique – Entreprise et affaires (JCP E), No. 17, 2015, 1206, co-authored with Estelle Rigal-Alexandre
- *La nouvelle profession d'« ancien avoué », créée de fait depuis le 1er janvier 2012, a de beaux jours devant elle!* La Lettre des Juristes d'Affaires, March 2012

- *Le droit "sui generis" de bases de données mis hors jeu par le droit des ressources essentielles*, Revue Expertise, June 2002, p. 216
- Podcasts available on Flex Management

Credentials

- Founder of the ProBono Fund (2018)
- Board Member, AGIR! Endowment Fund of the Lyon Bar
- Regular speaker at the Rhône-Alpes Bar School (*École des Avocats Rhône-Alpes* (EDARA)) in training programs and conferences on the structuring of the legal profession
- Former member of the Legal Committee of the French National Association of Chartered Accountants
- Ranked since 2012 in Best Lawyers in France in Antitrust Law and Business Law

Professional Associations

- French Association of Lawyers Practicing Competition Law (*Association des Avocats Pratiquant le Droit de la Concurrence* (APDC))

Education

- French Bar Exam (*CAPA*), 1999
- Postgraduate Master's Degree in Business and Tax Law (DJCE), University Jean Moulin Lyon 3, 1999
- *Magistère* (Graduate Program) in Business and Tax Law, University Jean Moulin Lyon 3, 1999

Languages

- French
- English
- Russian