

Ally Law



CLIENT BROCHURE



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AN OVERVIEW

Wherever your business takes you, our members are there, delivering local business intelligence and value with global depth and reach.



ABOUT US

Ally Law is ranked, year after year, a leading law firm network by Chambers and Partners.



Our 77 independent law firms and 2800+ professionals provide comprehensive legal services to major corporations worldwide.

As an organization of mid-sized, local law firms, Ally Law has eliminated the expensive overhead found in the largest law firms, so attention and resources can be focused where it counts—providing the best legal advice possible.

Close coordination among member firms allows our group to better service business clients with their worldwide legal needs. Ally Law has an extensive process to screen members and monitor their service through regular client evaluation. Members must demonstrate consistent client satisfaction to remain in Ally Law.

This allows clients using Ally Law member firms the comfort of knowing their legal work will be handled reliably and consistently worldwide.

WHY ALLY LAW

There are more than 300 legal networks. Here's how we're different.

» HIGH QUALITY, RESPONSIVE SERVICE

We take your satisfaction seriously and use systems and standards to back that up. Ally Law firms are subject to a strict selection process and must adhere to rigorous client service standards. We then ask firms and clients to provide a written assessment of the services received.

As a network of independent firms, this works to your advantage. Ally Law can remove any firm that fails to meet our service standards or receives poor evaluations.

» LOCAL RATES PROVIDE BETTER VALUE

Each Ally Law firm independently sets rates appropriate to their location. This decentralized, locally based rate structure offers better value for your legal services budget.

We are also open to alternative fee arrangements for sharing the risk or providing greater predictability.

» DEEP AND ENDURING RELATIONSHIPS

Ally Law was founded more than 35 years ago. Many of our firms have worked together for years. We mine these long-standing relationships to meet your needs in 58 countries, saving you the hassle and uncertainty of locating capable counsel on your own.

» OUR BUSINESS AND INDUSTRY PERSPECTIVE

It is not enough to understand law theoretically; to be effective, excellent legal skills must be balanced by practical business sense and knowledge about the sector in which you operate. The firms of Ally Law individually and together pursue opportunities to enhance knowledge of your industry. We have significant experience in the healthcare, technology, retail, real estate and leisure sectors, and are noted for our skills in labor and employment, IP/IT, tax, mergers and acquisitions and business litigation.



COLLABORATION SUCCESS ALLY LAW WORKS!

Building a 10-Year Global Relationship, One Result at a Time



More than a decade ago, Michigan-based **United Forest Products Industries, Inc.**, began a significant growth initiative, expanding its presence to 262 locations across nine countries. UFPI had already established a strong relationship with Ally Law member firm Varnum LLP, a Grand Rapids-based full-service law firm. Today, nearly a dozen other Ally Law member firms work with the company to provide coordinated legal counsel across jurisdictions, drawing on local knowledge and expertise to negotiate, document, and close dozens of transactions, and provide ongoing counsel with respect to day-to-day operations and other legal challenges.

UFPI turned to Varnum for advice on how Ally Law could help the company pursue global opportunities, beginning with initiatives in Australia. Varnum recommended Ally Law's Russell Kennedy, a highly respected firm with offices in Sydney and Melbourne. The initial transactions were successful, which set the stage for more collaboration between UFPI and nearly a dozen Ally Law member firms, to date.

The Vice President of International Investment offers high praise for his Ally Law colleagues. "The best things about the Ally Law network are the communications, the coordination, and the smooth handoffs as we enter new markets where we need a trusted and value-driven partner. Ally Law firms are pragmatic and solution-oriented, which aligns directly with UFPI's own value proposition. In the end, it's not about the law-firm name, the flair, the size, the scale, or the resources. Although our relationships with Ally Law firms are very positive, it's also not about the "feel." Ultimately, it's about the results and how Ally Law firms offer creative solutions to deliver those results — and at a fair and reasonable value for the client."

Ally Law looks forward to many years of collaboration with United Forest Products Industries!

COLLABORATION SUCCESS ALLY LAW WORKS!

Preserving Global Biodiversity Through Local Legal Expertise

When a French environmental foundation set out to protect South America's primary rainforests, navigating multiple legal systems required trusted local counsel who understood both environmental law and on-the-ground realities.

Green Sanctuaries, founded in France to protect threatened rainforest ecosystems, quickly recognized that effective conservation demands more than good intentions — it requires local expertise in legal frameworks, land ownership, and community relations. Focusing on preserving existing primary forest, which holds up to 350 tree species per hectare compared to only a few in reforested areas, the foundation began its first major project in Ecuador's Río Napo province. There, Christophe Gerschel — founder of Green Sanctuaries and co-founder of [Alerion Avocats](#) — partnered with Ally Law member firm [Robalino](#), which managed complex land purchases, government authorizations, and corporate structuring. The collaboration expanded into additional Ecuadorian projects, including the Tenka rainforest and Los Yaltes cloud forest initiatives, where Robalino developed innovative 15-year lease agreements with conservation protections.

Building on this success, [Santiváñez Abogados](#) in Peru helped Green Sanctuaries strengthen management of the 274,000-hectare Río Abiseo National Park, coordinating with government agencies and providing extensive pro bono legal support. Other Ally Law firms contributed as the foundation expanded its reach: Benjamín Valdez advised on potential initiatives in El Salvador, Juan Pablo Cardinal on projects in Argentina, and Brian Shetler of [Berliner Cohen](#) guided the establishment of U.S. charitable status through CAF America to enable American fundraising. A new project in Costa Rica's Osa Peninsula is also underway with [Oller Abogados](#).

Across all these efforts, the Ally Law network has proven essential for operating in diverse jurisdictions. As Gerschel noted, while Ally Law firms may not always be the least expensive option, their reliability, expertise, and understanding of local realities provide the decisive advantage needed for urgent conservation work—especially when 18 football fields of tropical rainforest disappear every minute.



COLLABORATION SUCCESS ALLY LAW WORKS!

Guiding a Destination Marketing Consultancy Through European Growth

When a major US marketing consultancy serving hotels, resorts, and tourism boards sought to expand its European footprint, Ally Law member firm [Williams Parker](#) stepped in as both legal strategist and trusted connector. With a relationship dating back to the 1990s, Williams Parker has long served as the client's de facto legal department, handling everything from corporate and tax matters to employment, finance, and intellectual property. As the company pursued acquisitions abroad as part of its global growth strategy, Williams Parker leveraged Ally Law's international network to deliver seamless, cross-border support.

The expansion began in 2022, when the client identified a consortium of independently owned marketing firms across the UK, the Netherlands, France, Italy, and Germany. Williams Parker coordinated the effort from the United States, engaging Ally Law member [Alerion](#) in France to lead the European legal strategy. Alerion's Christophe Gerschel managed due diligence and transactional work across multiple jurisdictions, activating member firms in the UK, Netherlands, and Italy to support the process. The UK acquisition was the first to close, with some of the key transaction documents negotiated and finalized during a middle of the night Zoom session from the Ally Law AGM in Sydney.

In 2024, the German target company re-entered the conversation, and Williams Parker engaged member firm [MELCHERS](#) to complete the transaction. Around the same time, the client pursued a separate acquisition in Bulgaria, supported by [Kalaidjiev & Georgiev](#). These deals closed in 2025, marking a major milestone in the company's international growth. Throughout, Williams Parker remained the central hub — coordinating strategy, managing communications, and ensuring consistency across jurisdictions.

Mike Wilson, the engagement partner at Williams Parker, emphasized the value of Ally Law's network: "If we didn't have Ally, it would be a lot harder to find excellent firms in all these jurisdictions. Knowing the people — having had dinner or a drink with them — makes the handoff easier. There's trust, accountability, and responsiveness." For clients without in-house counsel, that trust is essential. As Wilson noted, "They come to us and say, 'Can you do this? If not, can you connect us with the right person?' And we can."

This story exemplifies Ally Law's strength in supporting long-term client relationships as they pursue global expansion strategies. By combining deep local knowledge with international reach, Williams Parker and its Ally Law partners helped the company grow its brand across borders — turning strategic ambition into tangible success.



COLLABORATION SUCCESS ALLY LAW WORKS!

Strategic Cross-Border Support for Real Estate Leaders

When two major real estate clients — Westbank and Martello — needed legal support across multiple jurisdictions, Ally Law’s Vancouver member firm, [Kornfeld LLP](#), strengthened its role as a trusted advisor and connector, activating the network to deliver seamless, strategic counsel. Though the clients operate independently, both have relied on the Vancouver firm for decades, turning to its lawyers not only for local expertise but also for guidance on navigating complex legal landscapes abroad.

Martello, a property management company founded in Vancouver, has been a client of Kornfeld for more than 30 years and oversees a diverse portfolio of commercial, industrial, and retail properties on behalf of international owners. As its footprint expanded across Canada and beyond, the Vancouver firm referred Martello to several Ally Law member firms, including [Berliner Cohen](#) (California), [Obermayer](#) (Pennsylvania), and [Williams Parker](#) (Florida). These referrals enabled Martello to receive jurisdiction-specific legal advice while maintaining continuity and trust through its longstanding relationship with the Vancouver team. Westbank, a global real estate developer known for high-profile office and condo towers, has similarly benefited from Ally Law’s collaborative model. With major developments in Seattle and San Jose, Westbank has at times faced cross-border litigation, including supplier disputes, as well as the need for broader corporate and finance legal guidance.

For both clients, Kornfeld has served as the central hub, including pre-vetting the companies’ clients, managing referrals, and remaining involved for strategic oversight. This combination of “pure referrals” and collaborative engagement has proven highly effective, allowing clients to access local expertise while preserving the integrity of their broader legal strategy.

The high-quality service provided to both companies exemplifies the network’s strength as a global legal provider: both responsive and relationship-driven. Whether through direct referrals or multi-firm coordination, Ally Law member firms deliver practical, commercially astute solutions that help clients thrive across borders.

