

# EVERSHEDS SUTHERLAND ON GULF CAPITAL'S CWB MERGER WITH PETOŠEVIĆ

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Gulf Capital's CWB Group has announced its merger with PETOŠEVIĆ Group, forming an international intellectual property (IP) firm that will cater to clients across 52 countries in the Middle East, North Africa, Eastern Europe, and Central Asia. The newly formed company will offer its clients the full suite of IP services from its 24 offices around the world.

Founded in the 1960s, PETOŠEVIĆ is an established IP services provider headquarter in Luxembourg with decades of experience. The merger was driven by the similar culture and values shared by both CWB and PETOŠEVIĆ, as well as their mutual vision to create a unique IP firm that can provide unparalleled services to clients.

Gulf Capital's acquisition of a majority stake in CWB, a regional legal services consultancy specializing in IP, in 2020 has enabled the firm to enhance its customer-centric approach and better serve its clients through technology, human capital, and best practices.

The merger with PETOŠEVIĆ is expected to provide clients with value proposition based on trust, local expertise, and quality of service. The newly formed IP firm will be uniquely positioned to offer a full range of IP services to clients across its vast network of 52 countries.

[Eversheds Sutherland](#) has advised Gulf Capital on the transaction. The team was led by Partner **Zeid Hanania** (pictured) working alongside principle associate **Steve Jennings**.