



MERGER NOTICE NO 33: 2022

THE PROPOSED ACQUISITION OF CERTAIN BUSINESS ASSETS OF BOOKBINDER BUSINESS LAW BY A PARTNERSHIP COMPRISING OF JEFFREY SAMUEL BOOKBINDER, ANDRE BELL, MSIYA KINDIANO, TEFO GAONGALELWE, KELEBILEONE MALEFO, OLEBILE DAPHNEY MUZILA, TEBOGO MAPITSE, AND OBAKENG LEBOTSE.

Pursuant to section 49 (1) of the Competition Act, 2018 the Competition and Consumer Authority ("the Authority") has received a merger notification for the proposed acquisition of certain business assets of Bookbinder Business Law ("the Target Enterprise") by a partnership comprising Jeffrey Samuel Bookbinder, Andre Bell, Msiya Kindiano, Tefo Gaongalelwe, Kelebileone Malefo, Olebile Daphney Muzila, Tebogo Mapitse, and Obakeng Lebotse ("the Acquiring Enterprise").

The Acquiring Enterprise comprises a partnership of legal practitioners who, with the exception of Jeffrey Samuel Bookbinder, are employees of Bookbinder Business Law. The partnership is a special purpose vehicle that has been formed for the purpose of acquiring certain assets (being primarily intellectual property, business records and office equipment) of Jeffrey Samuel Bookbinder operating a sole proprietorship under the name and style Bookbinder Business Law. None of the individuals in the partnership have interests in any other legal services practice than Bookbinder Business Law.

The Target Enterprise, being certain assets of the business of Bookbinder Business Law, is a sole proprietorship of Jeffrey Samuel Bookbinder and carries on business as a legal services practice in Botswana.

According to section 50 (3) of the Competition Act, 2018 "any person, including a third party not a party to the proposed merger, may voluntarily submit to the inspector or the Authority any document, affidavit, statement or other relevant information in respect of a proposed merger."

The Competition and Consumer Authority therefore seeks any stakeholder views for or against the proposed merger, which may be sent within 10 days from date of this publication to the following address:

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