

## Lippes Mathias Client Firreo Registers with SEC as Investment Adviser, Officially Launches Company



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Lippes Mathias is pleased to share that Firreo, a service that offers users a new approach to investing and retirement, has officially launched its company. Firreo provides users with personalized, widely diversified financial recommendations that focus on creating sustainable and passive income, enabling users to achieve financial independence well before the traditional retirement age. Attorneys Jeffrey Kempf and Mary Balkin Cannata worked closely with Firreo to assist in registering the company as an investment adviser with the U.S. Securities and Exchange Commission.

Cannata is a member of the firm's Corporate and Securities Practice Teams, focusing her practice in the areas of business formation and structuring, contract review, private equity, mergers and acquisitions, and other general business planning.

Kempf is based out of the firm's Jacksonville office where he focuses his practice on commercial real estate and private equity transactions. Kempf advises buyers, sellers, and other third parties through all phases of large-scale and often complex transactional matters. He is well-experienced in entity formation, conversions, and dissolutions, as well as regularly drafting and reviewing purchase and sale agreements, leases, and other contractual

documents. Kempf also advises clients with matters associated with asset protection, wealth transfer, and business succession planning. Prior to joining the firm, Kempf practiced in the area of trusts and estates. Before that, he managed an equity portfolio for a large family office, focusing his work on initial public offerings, secondary offerings, and other equity capital markets products.

### ***About Lippes Mathias LLP***

*Lippes Mathias is a full-service law firm with nearly 175 attorneys serving clients regionally, nationally, and internationally. With offices in Buffalo, Clarence, Albany, Long Island, New York, Rochester and Saratoga Springs, N.Y.; Greater Toronto Area; Chicago, Ill.; Jacksonville, Fla.; Cleveland, Ohio; San Antonio, Texas; Oklahoma City, Okla. and Washington, D.C., the firm represents publicly and privately-owned companies, private equity and venture capital firms, real estate developers, financial institutions, municipalities, governmental entities, and individuals.*

## Related Team



**Mary Balkin  
Cannata**  
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