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**From:** Kathy Ruemmler <████████>  
**Sent:** Wednesday, April 5, 2017 3:13 PM  
**To:** Jeffrey E.  
**Subject:** Re: Fwd:

202-637-2179

=n Apr 5, 2017, at 10:59 AM, Jeffrey E. <jeevacation@gmail.com <mailto:jeevacation@gm=il.com>> wrote:

fist time ive heard that

-----=Forwarded message -----

From: ader@aderfam.ch <ader@ade=fam.ch <mailto:ader@aderfam.ch>>  
Date: Wed, Apr 5, 2017 at 2:26 PM  
Subject: Re:<=r>To: "Jeffrey E." <jeevacation@gmail.com <mailto:jeevacation@gmail.com>>

Jeff , Could we please avoid these emails as all my assistants read the= ?  
<=r> Ariane de Rothschild

On 5 Apr 2017, at 12:14, Jeffrey E. <jeevacation@gmail.com <mailto:jeevacation@gmail.=om>> wrote:

upon lots of reflection , I cant get a current merger to wo=k, from both sides. - separate from a sig cash portion. t=xable probabaly .and publicity wise not ideal. th=ugh He really loved the idea of you being the chairperson. you were right.

I think bringing on boris plus 2 or 3. at most. &nbs=; agreeing BEFOREHAND on details of strategy and tactics. =, providing milestones and mechanisms for compensation. .it will take three years to fix. at that point- IF- you a=e earning 150 -200 plus . then there will be many merger candidates. separate from JB.&=bsp;

Boris has a six month notice provision. im not sure of his=vesting issue. . I think you sitting do=n with him , for at least a few hours. ( I would join if you thought h=lpful, ) is next step i think it most important that you both g=t to know each others personality.

-- 1- brand co.resolution , - uncross and deli=t. . castrate █████ . 2. think about a jan 1 , b=ginning for boris. 3. re-do family documents. . wil=s , trusts , 4, get boris help on advisory board. 5. to maximiz= your benefits upside , time, tax, lifestyle. I see a 2020 transaction. no earl=er.

works nicely . with all girls being gone . &nb=p; lots of fun and things to do.

please note

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