

NEWS

MVA advises Marquee Brands during recent acquisition of Martha Stewart Living Omnimedia

Media
06.2019

Moore & Van Allen's client Marquee Brands LLC completed the acquisition of the Martha Stewart and Emeril Lagasse brands from Sequential Brands Group, Inc. on June 10, 2019. The Martha Stewart and Emeril Lagasse brands and will be added to the portfolio of consumer brands under the stewardship of Marquee Brands, including BCBG, Dakine and Bruno Magli, among others. The cash purchase price paid at closing was \$167 million, subject to customary adjustments, with the potential for certain additional post-closing contingent payments. The primary corporate attorney representing Marquee on this matter was Seth Walker. The specialists advising Marquee on this transaction were Charlotte Bankruptcy and Financial Restructuring Member Jim Langdon and Associate Gabe Mathless; Financial Services Member Tripp Monroe; Mergers and Acquisitions Member Brian Mesibov; Employee Benefits and Compensation Member Danny Johnson and Senior Counsel Beth Yount Grimes; Insurance Member Tony Lathrop; Intellectual Property Associate Suzanne Gainey; Employment and Labor Member Ben Fryer; Litigation Member Chris Tomlinson, and Associates Bill Butler and Kaitlin Price; Real Estate Member Chris Thompson; Securities & Capital Markets Member James Wyche; and Taxation Member Rob Fisher, Counsel Randy Clark and Consultant Laura Gray.

About Marquee Brands LLC

Marquee Brands is a brand acquisition, licensing and development company that targets high quality brands with strong consumer awareness and long-term growth potential. Visit www.marqueebrands.com for more information.