



Client:
Marquee Brands, LLC



DOING THE DILIGENCE FOR YOUR IP ACQUISITION

When brand management company Marquee Brands, LLC needed counsel for a massive due diligence project, it turned to Cozen O'Connor for help. The project culminated in Marquee's acquisition of the outdoor sports and lifestyle brand Dakine and all related intellectual property.

A multidisciplinary team of Cozen O'Connor lawyers worked nearly around the clock on the project for the month prior to closing. Leading the charge were several of the firm's intellectual property lawyers, with assistance from employment and data privacy attorneys. The project involved investigating Dakine's extensive worldwide trademark and patent portfolio, third-party rights in Europe, employee and contractor intellectual property rights concerning copyright and patent issues in the United States and Europe, as well as data privacy issues.

When all was said and done, not only did buyer's counsel praise the team's efforts, but seller's counsel also noted the outstanding work by Cozen O'Connor. According to the client, who has been involved in many prior deals, this was the first time it heard such praise about its counsel from the other side.

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