



Client
Beachbody, LLC



GROWING YOUR BUSINESS

Before it created the most popular series of in-home fitness and weight loss solutions in the country, such as P90X, Turbo Jam, and 10-Minute Trainer, Beachbody was just a couple of guys with a great idea. At every stage of its development, from small startup to direct-marketing and fitness giant, Beachbody has relied on Cozen O'Connor for clear and comprehensive counsel. The firm supports nearly every aspect of the business and represents Beachbody in its most significant legal matters. Cozen O'Connor advises Beachbody on its corporate structure and governance, financing, intellectual property registration and enforcement, employee benefits, tax planning, commercial litigation, and real estate. In addition, the Cozen O'Connor Public Strategies group in Washington D.C. is currently working in close partnership with Beachbody to persuade government officials to support fitness and wellness initiatives as well as tougher anti-piracy laws that would protect the company's valuable brands. At this point, Beachbody and Cozen O'Connor are not simply client and counsel—they are true business partners.

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CASE STUDY DETAILS

“Cozen has been instrumental in our successful growth from a startup company to one with over \$500 million in annual revenues. Their practical legal and business advice helped me avoid the pitfalls that sometimes cripple early-stage companies.”

Carl Daikeler, Founder and CEO of Beachbody, LLC

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