

Cozen O'Connor Advises Marquee Brands LLC on its Acquisition of the Martha Stewart and Emeril Lagasse Brands

Thursday, May 2, 2019

NEW YORK – Wednesday, May 1, 2019 – Cozen O'Connor client Marquee Brands LLC recently announced it has completed its acquisition of Martha Stewart's and Emeril Lagasse's brands from the Sequential Brands Group. The transaction includes Martha Stewart's home furnishings and kitchenware lines, as well as other branded products and all related intellectual property.

Cozen O'Connor advised Marquee Brands, one of the world's leading brand acquisition, licensing and development companies, on intellectual property aspects of the deal. The transaction totals \$167 million plus up to an extra \$40 million of future potential contingent payments.

The acquisition will allow Marquee Brands to diversify its existing portfolio of owned brands and is expected to increase Marquee's annual retail sales to more than \$2.3 billion globally.

"Cozen O'Connor played a key role in the acquisition by performing intellectual property due diligence," said David Zolot, Principal at Marquee Brands. "Intellectual property was at the heart of this transaction, and we felt confident putting this critical part of the deal in the hands of the team at Cozen O'Connor."

The Cozen O'Connor team was led by intellectual property lawyers Lisa A. Ferrari and Edward M. Weisz. The Martha Stewart transaction is Cozen O'Connor's second major Marquee Brands deal in the last five months. In December 2018 the firm played a key role in Marquee's acquisition of the outdoor sports and lifestyle brand Dakine.

About Marquee Brands

Marquee Brands is a leading global brand owner and marketer. Owned by investor funds managed by Neuberger Berman, one of the world's leading employee-owned investment managers, Marquee targets high quality brands with strong consumer awareness and long-term growth potential. Marquee seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channel, geography and product category while preserving the brand heritage and enhancing the ultimate consumer experience. Through its global team of professionals and partners, Marquee monitors trends and markets to grow and manage brands in partnership with retailers, licensees, and manufacturers through engaging impactful strategic planning, marketing, and e-commerce. www.marqueebrands.com.

About Cozen O'Connor IP

Cozen O'Connor's intellectual property team represents a wide variety of national and international corporate clients, from startups to multinational companies. As a full-service practice, it helps clients acquire, manage, and protect intellectual property. Its attorneys work in the areas of patent, trademark, trade dress, domain name, and copyright – and regularly counsel on procurement, prosecution, enforcement, asset management, monetization, licensing, and litigation.

About Cozen O'Connor

Established in 1970, Cozen O'Connor has more than 750 attorneys who help clients manage risk and make better business decisions. The firm counsels clients on their most sophisticated legal matters in

Related Practice Areas

- Intellectual Property

all areas of the law, including litigation, corporate, and regulatory law. Representing a broad array of leading global corporations and middle market companies, Cozen O'Connor services its clients' needs through 28 offices across two continents.

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