



JEFFREY K. CASSIN

COUNSEL

MERGERS & ACQUISITIONS | CORPORATE TRANSACTION
& BUSINESS | LIMITED LIABILITY COMPANIES | BUSINESS
ENTITY FORMATIONS | JOINT VENTURES | PARTNERSHIPS

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BIOGRAPHY

Jeffrey K. Cassin devotes his practice to Mergers and Acquisitions (M&A), business transactions and corporate law. He has extensive experience in acquisitions and divestitures, including mergers, acquisitions and dispositions of assets, stock, LLC interests and partnership interests, recapitalizations and other similar transactions, and business-to-business and business-to-consumer agreements as well as corporate and LLC governance matters.

Throughout his career, he has drafted numerous LLC operating, shareholder, joint venture and partnership agreements and other corporate formation and organization documents; M&A agreements; securities offering memoranda and subscription agreements; employment, consulting and independent contractor agreements; debt and convertible equity instruments; distribution and marketing agreements; consents and waivers; restrictive covenant agreements; software licenses; SAAS agreements and assignments; website T&Cs, privacy policies; brand and trademark licensing agreements; HIPAA agreements; corporate governance documents; and a wide variety of other contract for media, technology and other companies and funds.

REPRESENTATIVE MATTERS

- Lead attorney representing a prominent business-to-business and technology media company in connection with its acquisition of a small digital business publication for talent
- Lead outside counsel representing a large multinational media company in connection with a publication swap with another large media company
- Lead associate representing a media company in connection with the acquisition of a competitor
- Lead associate representing a prominent craft and enthusiast multi-platform media company and its owner in connection with the sale by private equity backers to a strategic competitor
- Lead associate representing a media company in connection with an asset sale
- Lead associate representing a media company in connection with its purchase of a prominent magazine business line from a non-profit
- Assisted media company in connection with the sale of some of its publications
- Lead associate representing an arts and crafts publisher in connection with its purchase of a magazine group from a large media company
- Lead associate representing a media company in connection with the acquisition of a magazine and related assets
- Lead attorney representing a media company in connection with its sale of a division to a Canadian publisher
- Lead associate representing the seller of a consumer electronics business to a strategic investor
- Lead associate representing the seller of a data-driven software business to a private equity fund
- Lead associate representing a software-as-a-service (SAAS) business analytics company in connection with a merger
- Lead attorney representing a Chinese adult community center in a merger
- Lead associate representing the founders of a medical and pharmaceutical communications and event business in a complex sale to a multinational business
- Handled complex reorganization and extensive due diligence as the lead associate in connection with a sale of a stationary company business to private equity backers
- Lead attorney representing a battery manufacturer and distributor in connection with the sale of substantially all of its assets to a competitor

- Lead associate representing a prominent business-to-business and technology media company in connection with a complex exit transaction by the company's private equity backers to a private equity ownership group
- On a deal team for a Brazilian private equity management team on vehicle restructuring in preparation for an IPO (US \$200+ million) in Brazil
- Advised a private equity management team on internal transactions with fund's institutional investor partners in preparation for a sale of Brazilian portfolio company to a strategic investor
- Advised a US institutional financial investor in an equity-structured management buyout of a Latin American television division
- Lead associate representing a private-equity backed venture in connection with the acquisition of a business related to dentistry test preparation
- Lead attorney advising a dentist on sale of his professional practice to a dental service conglomerate
- Lead associate representing an eye-glasses company in connection with the sale of its business to a strategic buyer
- Lead associate representing a medical practice in connection with the sale of its business
- Lead attorney representing an entrepreneur in connection with their sale of a restaurant to managers in a buyout

BAR ADMISSIONS

- NEW YORK

EDUCATION

- BENJAMIN N. CARDOZO SCHOOL OF LAW
- GEORGE WASHINGTON UNIVERSITY, B.A.

AFFILIATIONS

- NEW YORK CITY BAR ASSOCIATION
- NEW YORK STATE BAR ASSOCIATION
- AMERICAN BAR ASSOCIATION