



### Gregory S. Grossman

Partner

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Greg Grossman is a business lawyer who concentrates his practice on mergers and acquisitions, private equity, venture capital and other corporate transactions.

Greg's clients include multinational corporations, private equity funds, venture capital funds, emerging growth companies, and other entities.

In the M&A space, Greg has represented buyers and sellers in all facets of mergers, acquisitions and dispositions. He also has significant experience representing private equity funds and their portfolio companies in leveraged buyouts, refinancings, recapitalizations and exit transactions.

Additionally, Greg has represented venture capital funds and emerging growth companies in various types of equity and debt investments, including seed and early-stage financings, late-stage growth equity investments and down-round restructurings. He is well-versed in the local, national and global technology sector.

Greg's transactions regularly involve multi-disciplinary, cross-border teams that leverage the strengths of the firm's worldwide platform.

Greg is a member of the firm's Emerging Growth and Venture Capital national leadership team, and he is co-chair of the firm's Proptech practice.

## EXPERIENCE

Recently, Greg has undertaken representations such as:

### Mergers & Acquisitions

- Deere & Company (NYSE: DE) in its acquisition of Hagie Manufacturing
- Groupon, Inc. (NASDAQ: GRPN) in its acquisition of LivingSocial
- INEOS in global mergers and acquisitions activity
- Tech Mahindra Limited (XNSE: TECHM) in U.S. mergers and acquisitions activity

## RELATED SERVICES

- Corporate
- Private Equity
- Mergers and Acquisitions
- Emerging Growth and Venture Capital

## RELATED SECTORS

- Technology
- Life Sciences
- Financial Services
- Real Estate
- Industrials
- Consumer Goods, Food and Retail

- OpinionLab, Inc. in its sale to Verint Systems Inc. (NASDAQ: VRNT)
- SpotHero, Inc. in its acquisition of Parking Panda Corp.
- FTD Companies, Inc. in mergers and acquisition activity
- Sprout Social, Inc. in its acquisition of Simply Measured, Inc.
- Carco Technologies, Inc. d/b/a DRIVIN in its sale to KAR Auction Services, Inc. (NYSE:KAR)
- Clarke Energy Limited in US mergers and acquisition activity
- LLamasoft, Inc. in its acquisition of IBM's (NYSE: IBM) Logic Tools supply chain applications business unit
- Showpad NV in mergers and acquisition activity
- Apartment Jet, Inc., in its sale to HomeAway Holdings, Inc., a subsidiary of Expedia Group (NASDAQ: EXPE)
- Oars + Alps LLC in its sale to a multinational consumer products company
- Inovyn Finance PLC in U.S. mergers and acquisitions activity
- Level Ex, Inc. in its sale to Brainlab, Inc.

#### **Private Equity**

- MediaOcean in its sale to Vista Equity Partners
- Cortec Group in its sale of CGI Windows and Doors Holdings, Inc. to PGT, Inc. (NASDAQ: PGTI)
- Groupon, Inc. (NASDAQ: GRPN) in its sale of a controlling stake in Ticket Monster Inc. to KKR and Anchor Equity Partners
- Cash Bases Group Limited, a Maven Capital Partners portfolio company, in its sale to APG Cash Drawer, LLC, a portfolio company of PCM Companies, LLC
- Eventup, Inc. in its sale to Gather Technologies, Inc., a Vista Equity Partners portfolio company

#### **Venture Capital**

- Pritzker Group Venture Capital in equity financings
- Baird Capital in equity financings
- Lightbank in various equity and debt financings
- Chicago Ventures in equity financings
- New Stack Ventures in equity financings
- Deere & Company (NYSE: DE) in corporate venture activity
- Groupon, Inc. (NASDAQ: GRPN) in strategic equity and debt investments
- Allstate (NYSE: ALL) in corporate venture activity
- Kering Americas, Inc. in corporate venture activity
- Target Corporation (NYSE: TGT) in corporate venture activity
- Equity Residential (NYSE: EQR) in corporate venture activity
- Harrison Street Real Estate Capital in corporate venture activity
- Azadea Group in US corporate venture activity
- MetaProp NYC in various debt and equity financings
- Hangar Fund in various equity financings
- Abundant Ventures in various debt and equity financings
- Sente Foundry, LLC in equity financings
- Relish Works in various debt and equity financings

#### **Emerging Growth Companies**

- Uptake Technologies, Inc. in its preferred stock financings
- Sprout Social, Inc. in its preferred stock financings and venture debt facility

- AVIA in outside general counsel matters
- Snapshot in its convertible debt and preferred stock financings
- Level Ex, Inc. in its preferred stock financings and venture debt facility
- Pure Spectrum Inc. in its preferred stock financing
- Edblox, Inc. in its convertible debt and preferred stock financings
- Aclaimant, Inc. in its convertible debt and preferred stock financing
- Farmer's Fridge in its convertible debt and preferred stock financings
- Showpad, Inc. in outside general counsel matters
- Symbiome, Inc. in its preferred stock financing
- Benchprep in its preferred stock financings
- Niido in its preferred stock financing
- Print With Me, Inc. in its preferred stock financings
- Elements Global Services in its preferred stock financing

### **Funds and Offerings**

- Abundant Venture Partners Holding, LLC in fundraising activity
- Chicago Ventures in fund formation activity
- Hangar Management LLC in fund formation activity
- MetaProp NYC in fund formation activity
- GEM Realty Capital in real estate acquisition and disposition activity
- Taris Real Estate LLC in fund formation activity
- Flexa Technologies in its initial coin offering

### **Joint Ventures**

- Loders Croklaan USA, LLC in cross-border joint ventures
- Deere & Company (NYSE: DE) in US joint venture activity
- Distell Group Limited in cross-border joint ventures
- Bunge Ltd. in cross-border integration matters
- Abundant Ventures in joint venture activity

## **CREDENTIALS**

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### **Admissions**

- Illinois

### **Recognitions**

- In 2019, Greg was named as a *Leading Lawyer* in Mergers & Acquisitions
- From 2015–2018, Greg was annually named by *Leading Lawyers* as an Emerging Lawyer in the areas of Mergers & Acquisitions and Securities & Venture Finance
- From 2011–2018, Greg was annually named a Rising Star by *Super Lawyers*

### **Education**

- J.D., George Washington University Law School 2003  
*high honors*

Order of the Coif

- B.S., Accounting, University of Illinois at Urbana-Champaign 2000  
*high honors*

## Memberships

- American Bar Association
- Chicago Bar Association

## Civic and Charitable

- Board Member, American Heart Association 2020 Chicago Heart Ball
- Member, Chicagoland Chamber of Commerce Technology Council
- Advisory Committee Member, LBD Enterprises/South Suburban Toys for Kids

## INSIGHTS

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### Publications

- Interview, "Casual Conversations in Quarantine," hosted by Orion3 and posted on YouTube (May 17, 2020)
- "How to Build a Solid Exit Strategy," video published on builtworlds.com (September 2017)
- Author, "Mergers and Acquisitions in the Technology Space," – *Lexis Practice Advisor* (December 2015)
- Contributing Author, *Lexis Practice Advisor – Mergers & Acquisitions* (2013 and 2014)

### Events

- Presenter, "Venture Capital and Minority Investments," delivered to Relab Ventures (May 21, 2020)
- Panelist, "Thoughts and Views on Innovations, Disruptions & PropTech," Chicago Booth Annual Real Estate Conference (November 7, 2019)
- Moderator, "Managing Board Dynamics", Tech GC Roundtable Luncheon (September 26, 2019)
- Presenter, "Equity and Cap Tables: Preparing Your Start-Up for Funding," delivered at mHub (May 22, 2019)
- Moderator, "Techlaw Series: C-Suite Insights" (November 28, 2018)
- Panelist, "Initial Coin Offerings," delivered at Fintank's CryptoCon 2018 (February 15, 2018)
- Presenter, "Global Transactions: Best Practices and Recent Trends," delivered to ACC Chicago (October 3, 2017)
- Presenter, "Valuation and Finance 101," delivered at MATTER (June 7, 2016, July 27, 2017, and June 10, 2019)
- Presenter, "Top 6 Things Start-ups Should Know About Legal," delivered at Elmspring (July 12, 2017) and MetaProp (October 12, 2017)
- Presenter, "Top 10 Mistakes Made By StartUps," delivered at Bunker Labs (March 25, 2016)
- Guest Lecturer on Entrepreneurship, Northwestern University Master of Engineering Management Program (2015) and NUvention Course (2016-18)
- Presenter, "Overview of Startup Funding Landscape," delivered at 1871 (June 30, 2015)
- Presenter, "Leveraging Economic Incentives for Start-Ups," delivered at 1871 (October 27, 2014)

## NEWS

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### MEDIA MENTIONS

- "DLA Piper Proptech Group Aims To Get Real Estate Connected," *Law360*, January 31, 2019
- "2014 Crain's Guide to Networking: Six great tech groups," *Crain's Chicago Business*, August 18, 2014