

Lustigman Assists LNK Partners with Investment in Marketer of P90x

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Olshan assisted LNK Partners, a private equity firm, in its significant investment in Beachbody, the marketer of P90x and other health and exercise programs. Olshan was brought in as special due diligence counsel to examine the company's marketing practices, product labeling, privacy, and related issues for compliance with FTC and FDA laws. In addition to identifying potential red flags, Andy Lustigman assisted in drafting appropriate aspects of the investment agreement and coordinated with lead deal counsel and the client.

PROFESSIONALS

Andrew B. Lustigman

PRACTICE AREAS

Advertising, Marketing & Promotions

Food, Drug, Dietary Supplement, Medical Device & Cosmetics Compliance and Transactions

Privacy, Data and Security