



## Traci M. Tomaselli

Partner

New York

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Traci focuses her practice primarily on the representation of companies involved in strategic acquisition and divestitures. She typically handles transactions involving highly complex capital structures, and her experience in this area allows her to anticipate and address potential issues in transactions before they unfold.

Traci has worked on a number of transactions involving the representation of financial sponsors in connection with acquisitions and dispositions of their portfolio companies.

For public companies, Traci advises on a broad range of topics, often dealing with corporate governance matters, disclosure obligations, and reporting requirements under the Securities Exchange Act of 1934.

Traci's principal areas of concentration include:

- Public and private company mergers and acquisitions
- Corporate governance
- Joint ventures
- Venture capital
- Financing transactions
- Securities law compliance
- Securities offerings

Prior to joining Lowenstein Sandler, Traci was a senior associate at the New York office of Fulbright & Jaworski.

## EXPERIENCE

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- > Represented MKG, an award-winning national creative agency, and Pink Sparrow, a leading national design and fabrication shop specializing in experiential environments, in their acquisitions by Acceleration Community of Companies, a company composed of acquired marketing, media, and communications agencies and complemented by an advisory service
- > Represented All Systems Holding LLC in the significant equity investment by the private equity firm MidOcean Partners.
- > Represented Ipreo, a global provider of capital markets technology solutions, in its sale to KKR for \$425 million.
- > Represented Coach America, a national charter bus service, in the sale of certain assets and operations to Transportation Management Services.
- > Represented Knowledge Networks Inc., a provider of digital research solutions, in its sale to The GFK Group.
- > Represented Cambium Learning Inc., a provider of educational solutions, in its acquisition of Voyager Learning Company for \$520 million.
- > Represented Alloy Inc. in its sale of various business divisions.
- > Represented Alloy Digital Investments LLC, a creator and distributor of online video content, in its acquisition of Clever Media, B5Media, Smosh, The Escapist, and Generate.

## NEWS & INSIGHTS

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### In the Media

> April 15, 2020

Lowenstein's representation of **Veronis Suhler Stevenson** in the completion of its investment (with NewSpring Health Capital) in the **BRC Recovery Family of Programs** is noted in the **Global Legal Chronicle**. The Lowenstein deal team included **Steven E. Siesser, Eileen Overbaugh, Traci M. Tomaselli, Brooke A. Gillar, and Lesley P. Adamo**. ***View Lowenstein's news announcement about this transaction.***

> November 6-10, 2019

Lowenstein's representation of **MKG, Pink Sparrow**, and **Maneesh K. Goyal**, the founder and chairman of both companies, in those entities' acquisition by Acceleration Community of Companies is noted in **The Hollywood Reporter, Business Wire**, the **Valdosta Daily Times**, the **Global Legal Chronicle, PR Week** and **citybizlist**. The Lowenstein deal team included **Steven E. Siesser, Traci M. Tomaselli, Lesley P. Adamo, Nicole Stefanelli, Madeline Roe, Sophia Mokotoff**, and **Megan Monson**. [View Lowenstein's news announcement about this transaction.](#)

> March 12-April 18; May 24, 2019

**Mondaq News, Retail Dive, The PE Hub Network, StreetInsider.com**, and the **Global Legal Chronicle** cover news of Lowenstein client Ethoca's acquisition by Mastercard. (The Lowenstein deal team included: **Steven E. Siesser, Traci M. Tomaselli, Anthony O. Pergola, Lesley P. Adamo, Jeffrey Blumenfeld, Jeffrey M. Shapiro, Jack Sidorov, Michael J. Mueller, Darren Goodman, Megan Monson, Gina M. Seong, James McDonough, Sophia Mokotoff, Erica Perlmutter, and Lauren Killeen**.) [View Lowenstein's news announcement about this transaction.](#)

## EDUCATION

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> St. John's University School of Law (J.D. 1999), magna cum laude; Articles & Notes Editor, *St. John's Law Review*

> State University of New York at Geneseo (B.A. 1996), Sociology

## ADMISSIONS

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> New York