



Andrew M. Apfelberg

Partner

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Andrew Apfelberg is a corporate and finance attorney for middle-market companies throughout the United States.

Often acting as their outside general counsel, Andrew provides advice on a business' significant transactions whether it's a merger or acquisition, private equity or other financing, joint venture or licensing deal. He has a considerable depth of experience in the branded consumer products, manufacturing & distribution, new media and technology industries.

His strong business and finance background comes from his USC's Marshall School of Business education and working in investment banking prior to going to law school. This experience enables Andrew to more effectively structure transactions and negotiate agreements to maximize the value to the client and increase the likelihood of getting the deal closed.

Andrew is a recognized leader having served on the law firm's management committee as well as leading non-profits including Los Angeles-based Change for Children's Foundation which he co-founded. He is the former President of Association of Corporate Growth (ACG) Los Angeles chapter and currently holds a variety of leadership positions in the global ACG organization including serving as a member of its board of directors. He co-chairs ACG Los Angeles' annual business conference.

Professional Affiliations

- Member, Global Board of Directors, [Association for Corporate Growth](#) (ACG)
- Nominating Committee, ACG Global
- Executive Committee, ACG Global
- Member, Strategic Planning Committee (SPC), ACG Global
- Member, Middle Market M&A Magazine Editorial Committee, ACG Global
- Board Member, Conference Committee Co-chair and past Chairman & President, [ACG Los Angeles](#)
- Member, California Restaurant Association
- Member Advisory Board, California Fashion Association

- Group Leader M&A II, [ProVisors](#)
- Member, National Association of Corporate Directors (NACD)

Charitable & Civic Involvement

- Co-Founder, [Change for Children's Foundation](#)
- President and Director, Dorothy W. Gach Charitable Foundation
- Director, Jewish Rock Radio (2015 - current)
- Alex's Lemonade Stand Foundation
- Teton Science School

Awards

- Listed, Southern California Super Lawyers, in the field of Business Law, 2005-2019
- "AV Preeminent 5.0 out of 5," Martindale Hubbell
- "Most Influential M&A Advisors," *Los Angeles Business Journal*, October 2013
- Named top 40 dealmakers, "Who's Who in L.A. Law," *Los Angeles Business Journal*, 2011
- "40 Under 40" Award, *M&A Advisor*, 2011
- "40 Under 40" Award, *San Fernando Valley Business Journal*

Bar Admissions

- California

Education

- Boston College Law School (J.D.)
- University of Southern California Marshall School of Business (B.S.)

Media

February 18, 2019

Consumer Goods & Retail: A Look at the Current Customer Goods & Retail Landscape

Los Angeles Business Journal

February 18, 2019

Board Retreat Basics: Management at Lief Organics takes time out to assess market and industry trends

San Fernando Valley Business Journal

January 31, 2019

24 Greenberg Glusker Attorneys Selected to 2019 Southern California Super Lawyers

January 7, 2019

Shilling Bitcoin? Feds Are Cracking Down

The Hollywood Reporter

November 12, 2018

M&A for a Family Office: How a multidisciplinary approach yields better results

Middle Market Growth

October 15, 2018

Better together: Why some food companies enter into partnerships

Food Dive

February 19, 2018

The Current Consumer Goods & Retail Landscape

Los Angeles Business Journal

February 1, 2018

Lesson from a Teenager (a needs/wants paradigm for negotiation strategy)

Strat-e-gize Magazine

May 29, 2017

Leno's Best Line

San Fernando Valley Business Journal

September 16, 2016

Deals of the Week: Great valuation expectations create their own reality

The Deal

September 2, 2016

Rainmakers Q&A: Greenberg Glusker's Andrew Apfelberg

Law 360

July 22, 2016

Private Briefing: The Appeal of Secondary Buyouts

The Deal

February 2, 2016

The Deal Making Machine

WWD

January 22, 2016

23 Greenberg Glusker Attorneys Named to Super Lawyers 2016

Super Lawyers

December 4, 2015

Behind the push toward co-investing

The Deal

May 15, 2015

What Law Firms Can Learn From the Business Decisions of 'Mad Men'

National Law Journal

December 30, 2014

2014 Review: Work/Life Balance

Los Angeles Business Journal

November 5, 2014

Analysis: Why RTL saw beauty in Style Haul

Stream Daily

October 3, 2014

Should Jennifer Lawrence Have an IPO for Herself?

The Hollywood Reporter

September 30, 2014

Work/Life Balance: Greenberg Glusker Partner Andrew Apfelberg on Krav Maga and Standing Calendar Appointments

Los Angeles Business Journal

September 22, 2014

Take and Give

Los Angeles Business Journal

September 8, 2014

Rough Road for Family

Los Angeles Business Journal

July 1, 2014

The Court of Public Opinion: Best Practices for Attorneys in High-Profile or Crisis Situations

Business Law Today

April 21, 2014

Equity Firm Puts Money on Loans

Los Angeles Business Journal

February 17, 2014

PE Firms Turning to Industry Vets for Board Seats

Los Angeles Business Journal

January 13, 2014

Fundless Firms Hunt for Money

Los Angeles Business Journal

January 6, 2014

Building Your Brand: Leveraging the Power of Celebrity Endorsement

Bulldog Reporter

October 28, 2013

Most Influential M&A Advisors

Los Angeles Business Journal

October 25, 2013

Top 10 Takeaways from Digital Hollywood Fall 2013

Studio System News

May 1, 2013

A Qualified Opinion with Andrew Apfelberg of Greenberg Glusker

Middle Market Growth

January 14, 2013

Fresh Juice Global Acquires Videro, North America

Business Wire

January 7, 2013

The Buyers Are Back: M&A Poised to rebound in 2013

Yahoo Finance

August 17, 2012

Meet 5 California ACG Chapters

Mergers & Acquisitions

August 6, 2012

In the Court of Public Opinion: Top Tips for Managing It Successfully

JD Supra

July 1, 2012

Greenberg Glusker Brings Brian Davidoff and Bankruptcy, Corporate Group on Board

Greenberg Glusker Press Release

June 18, 2012

Today's Transactions: Advisor Square Sold to Smarsh

Mergers & Acquisitions

September 24, 2010

The 'Layer Cake' Approach To Contract Negotiation

Law 360

August 16, 2010

SEA Change-Why Today is the Right Time to Buy

SPA Management

November 9, 2009

Sea Change: Beauty's Historic Opportunity

GCI Magazine

July 21, 2009

New Facebook Usernames Have IP Implications for Trademark Owners

ABA Business Law Section Newsletter

July 1, 2007

Drafting a Contract: Why Its Important to Consult a Lawyer

Electronic Retailer

April 1, 2007

Just Walk Away (signs of a deal gone bad)

The Century City Lawyer

March 1, 2007

Should I Stay Or Should I Go?

Business Edge

M&A and Financing

- Represented the founder of OPI Products, Inc., a leading manufacturer of nail care products, in the sale of the company to Coty Inc.
- Represented FIJI Water LLC, the second largest selling imported water brand in the United States, in the sale of assets and stock of affiliate companies to Roll International Corporation
- Represented Westlake Financial Services in the sale of 20% of the company for \$250 Million to Mirubeni Corporation
- Represented Smarsh, Inc., an innovative provider of email and instant messaging archiving and messaging compliance solutions, in two rounds of private equity investment by Kayne Anderson Private Investors II, L.P., four add on acquisitions and the sale of a majority interest to Quest Software
- Represented Riedon, Inc. in the sale of its German subsidiary, Powertron GmbH, to Vishay Europe GmbH, a subsidiary of Vishay Intertechnology Inc. (NYSE:VSH)
- Represented the minority shareholder of Mrs. Cubbinson's Inc. in the sale by Hostess, Inc. of substantially all the assets of the company to Sugar Foods, Inc.
- Represented buyer in purchasing substantially all the assets related to Aloxxi hair care products from Alberto Culver
- Represented the management of WireTech Inc. in their buyout of the capital stock of the company, related equity financing, Series B financing as well as subsequent acquisition of competitors in Ohio and Michigan

- Represented Edwards Technologies & Fresh Juice Global in the acquisition of certain assets of Videro AG

GC, Licensing & Joint Ventures

- Represented Hope Road Merchandising relative to the license of the name, image likeness of Bob Marley to Zion Rootswear, Homedics, Bravado International Merchandising and Jammin Java
- Represented Alex & Ani in connection with the establishment of domestic and foreign distributor relationships
- Represented OPI Products in the license of name, likeness and image of Justin Bieber, Katy Perry, Nicki Minaj, Mariah Carey, Kim Kardashian and Serena Williams relative to the manufacture and distribution of branded nail lacquer products
- Represented Kate Somerville Skincare in the license of certain intellectual property relative to skin care products at Four Seasons hotels and foreign distribution agreements and mfg., dist.
- Represented Natural Balance Pet Foods Inc. relative to the response to a product recall and with respect to contracts with suppliers and distributors
- Represented Dawn Barnes Karate Kids, Inc. as their general corporate counsel
- Represented Total Golf Adventures Franchise LLC relative to a sponsorship agreement with Nicklaus Golf Equipment Company
- Assisted Jonathan Louis International, a manufacturer/distributor of furniture and fine home furnishings, with the establishment of a manufacturing facility in Mexico, warranty and compliance