



Eric Perlmutter-Gumbiner

Partner

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Eric Perlmutter-Gumbiner is a partner in the Corporate, Finance & Securities Group.

He represents clients in a wide variety of general corporate and transactional matters, specializing in matters related to emerging companies, venture capital, and mergers and acquisitions. He advises companies across a broad range of sectors, but specializes in companies in the technology, sports and entertainment, food and beverage, and consumer products industries.

In 2021, Eric received "The Young Professional Award" by Middle Market Growth Magazine, an Association for Corporate Growth (ACG) publication. He was one of only 10 winners nationwide.

Awards

- Association for Corporate Growth, Middle Market Growth "Young Professionals" Award, 2021
- Best Lawyers: Ones to Watch, 2023
- Southern California Super Lawyers Rising Stars, 2015 - 2022














Bar Admissions

- California

Education

- University of Southern California Gould School of Law (J.D., 2013)
- University of Southern California Marshall School of Business (M.B.A., 2013)
- University of Southern California (B.S., *cum laude*, 2008)
 - Business Administration

Representative Closings

<p>Digital Media & Technology</p>  <p>Represented Theorist Inc., in its sale, including the popular Game Theory, Food Theory, and Film Theory YouTube channels, to LunarX.</p>	<p>Digital Media & Technology</p>  <p>Represented Drift Holdings Ltd., in the sale of a minority stake to Deezer and the merger of Dreamstage, Inc. into a subsidiary of Drift.</p>	<p>Entertainment</p>  <p>Represented Harlan Sports Management in the sale of its assets to Excel Sports Management.</p>
<p>Entertainment</p>  <p>Represented XX Artists in its sale to S4 Capital PLC.</p>	<p>Entertainment</p>  <p>Represented Jomboy Media in its series seed financing led by Connect Ventures.</p>	<p>Digital Media & Technology</p>  <p>Represented Drinks Holdings, Inc., in its acquisition of Electriq Marketing, LLC</p>
<p>Healthcare</p>  <p>Represented MedTrainer in its Series B financing led by Vista Equity Partners.</p>	<p>Apparel & Accessories</p>  <p>Represented SKIMS in a \$240M Series B financing round that increased the company's valuation to \$3.2B.</p>	<p>Food & Beverage</p>  <p>Represented Liquid IV, in its acquisition by Unilever.</p>
<p>Health & Beauty</p>  <p>Represented OUAI, a haircare brand created by Jen Atkin, in its acquisition by Procter & Gamble.</p>	<p>Healthcare</p>  <p>Represented Kevin Lee, the sole owner of STAT Revenue Inc., in the sale of substantially all of its assets to HFRI, LLC.</p>	<p>Apparel & Accessories</p>  <p>Represented Garrett Leight California Optical (GLCO), an eyewear brand, in its acquisition by The Untitled Group, a private equity fund.</p>
<p>Apparel & Accessories</p>  <p>Represented B Brand Apparel, LLC in a \$5M financing led by Alliance Consumer Growth, Imaginary Capital, Andrew Rosen, and John Howard with a valuation of \$25M.</p>		

Insights

March 6, 2023

Greenberg Glusker Represents Barstool Sports in the Sale of its Remaining Interest to PENN Entertainment

Greenberg Glusker Deal Announcement

August 18, 2022

38 Greenberg Glusker Attorneys Named to 2023 Best Lawyers® List

June 7, 2022

11 Greenberg Glusker Attorneys Selected to 2022 Southern California Super Lawyers Rising Stars

Super Lawyers

April 13, 2022

Greenberg Glusker Represented MedTrainer in \$43 Million Series B Funding Round

April 8, 2022

Partner Eric Perlmutter-Gumbiner Featured on Grit Daily Startup Podcast Discussing Advice and Business Challenges for Startups

Grit Daily Startup Podcast

January 27, 2022

Greenberg Glusker Represented Skims in \$240 Million Financing that Increased Company Valuation to \$3.2 Billion

Greenberg Glusker Press Release

January 1, 2022

Greenberg Glusker Elevates Five Attorneys to Partner

September 29, 2021

Greenberg Glusker Advises New Men's Wear Apparel Brand Launched by Tom Brady

June 8, 2021

11 Greenberg Glusker Attorneys Selected to Super Lawyers Southern California Rising Stars

Super Lawyers

April 27, 2021

ACG's Middle Market Growth Selects Eric Perlmutter-Gumbiner as Young Professional Award Winner

Middle Market Growth Magazine

April 13, 2021

Greenberg Glusker Advises Client Skims in \$154 Million Funding

Greenberg Glusker Press Release

June 9, 2020

12 Greenberg Glusker Attorneys Selected for Super Lawyers Rising Stars

May 7, 2020

Main Street Lending Program Offers Liquidity With Limits

Law360

April 24, 2020

Main Street Lending Program Q&A

March 30, 2020

Paycheck Protection Program Q&A

January 31, 2020

Greenberg Glusker Represented Barstool Sports in its Exclusive Sports Betting and Gaming Partnership with Penn National Gaming

June 6, 2019

12 Greenberg Glusker Attorneys Selected for Super Lawyers Rising Stars

June 7, 2018

14 Greenberg Glusker Attorneys Named Super Lawyers Rising Stars

January 8, 2016

Should We Be Practicing SAFE Investments?

VC-List