



## William D.D. Moodie

Partner

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William Moodie represents clients in a wide variety of general corporate and transactional matters, including entity formation and structuring, equity financings, joint ventures, endorsement and licensing agreements, mergers and acquisitions, and day-to-day corporate matters.

William's experience includes representing a mobile game company in negotiating talent service agreements for commercial appearances with multiple A-list celebrities, advising a real estate developer on private offerings ranging from \$2.5 million to \$6 million to fund commercial and residential property acquisitions, and handling day-to-day corporate matters for a prominent women's denim company, including negotiating multiple complex endorsement agreements with A-list celebrities. He also represents clients in merger and acquisition transactions across various industries.

William is a member of Greenberg Glusker's Pro Bono Committee. He has handled matters including special education advocacy, guardianship petitions, and adoption finalizations for foster children.

### Awards

- Southern California Super Lawyers Rising Stars, 2024, 2025

### Bar Admissions

- California
- Maryland

### Education

- University of California, Davis School of Law (J.D., *Order of the Coif*, 2015)
- Tulane University (B.A., *magna cum laude*, 2012)

## Representative Matters

- Represented mobile game company throughout negotiations of talent service agreements for commercial appearances with multiple A-list celebrities.
- Represented lingerie brand in connection with a joint venture with an A-list celebrity, including negotiation of joint venture agreement and license/endorsement agreement.
- Represented Karlie Kloss in the acquisition of high-end fashion publication W Magazine and the formation of W Media, a joint venture with Bustle Digital Media Group and Sara Moonves, Editor-In-Chief.
- Represent Kode With Klossy (KWK), a free coding camp founded by Karlie Kloss, that creates learning experiences and opportunities for young women that increase their confidence and inspire them to pursue their passions in a technology-driven world. KWK deals include Ford, StockX, OMAZE, Teach for America, Bumble, and ADCouncil.
- Represented real estate developer in connection with private offerings ranging from \$2.5 million to \$6 million to raise funds to acquire commercial properties.
- Represented a well-known women's denim company in day-to-day corporate matters including negotiating a complex endorsement agreement with A-list celebrity.
- Represented clients across a wide array of mergers and acquisitions transactions including:
  - Stun Creative (aka Known), a full-service marketing company, in the sale of the company to Schireson Associates (a portfolio company of Intermediate Capital Group).
  - Loungefly, a manufacturer of collectibles and memorabilia, in its sale to Funko.
  - Pixomondo, an international visual effects company, in connection with the sale of the company to Mayfair Equity Partners.
  - RYOT, a VR studio, in the sale of its business to AOL/Huffington Post.
  - Liquid IV in its acquisition by Unilever.

## Insights

February 21, 2025

**37 Greenberg Glusker Attorneys Selected to 2025 Southern California Super Lawyers and Rising Stars**  
*Super Lawyers*

December 18, 2024

**Greenberg Glusker Promotes William Moodie to Partner**  
*Greenberg Glusker Press Release*

June 11, 2024

**8 Greenberg Glusker Attorneys Selected to 2024 Southern California Super Lawyers Rising Stars**  
*Greenberg Glusker Press Release*

May 10, 2024

**Greenberg Glusker Represents Central Valley Meat in Strategic Acquisition of Cargill Beef Processing Facility in Fresno**

*Greenberg Glusker Press Release*

May 7, 2024

**Greenberg Glusker Advises Talley Inc. in Its Acquisition by Rexel USA**

*Greenberg Glusker Press Release*

March 7, 2023

**Greenberg Glusker Provides Tax and Corporate Counsel to Watt Ventures Reorganization**

*Greenberg Glusker Deal Announcement*

December 15, 2022

**Greenberg Glusker Corporate Social Responsibility Report 2022**

April 28, 2021

**Greenberg Glusker Advises Sequential on Its Sale to Focusrite**

*Greenberg Glusker Press Release*

August 19, 2020

**Greenberg Glusker Represented Karlie Kloss in the Buyout of W Magazine**

July 13, 2020

**Greenberg Glusker Represents Service Champions North in Acquisition by Wrench Group LLC**

February 18, 2020

**Greenberg Glusker Serves as Key Counsel for Client Bell Brothers in its Acquisition by Service Champions**