



William D.D. Moodie

Counsel

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As a member of the firm's Corporate, Finance and Securities Group, William Moodie represents clients in a wide variety of general corporate and transactional matters.

His experience includes entity formation and structuring; equity financings; negotiations of joint venture, endorsement and licensing agreements; mergers and acquisitions; and day-to-day corporate matters.

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.

Professional Affiliations

- Advisory Board, [California Fashion Association](#)

Bar Admissions

- California

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

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