

Sheppard Mullin Represents Cameo In \$50 Million Financing

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Sheppard Mullin represented Cameo, an online marketplace that allows celebrities to sell personalized video greetings to fans, in a \$50 million Series B Preferred financing. The Series B round was led by Kleiner Perkins and also included significant investments by the Chernin Group, Spark Ventures, Bain Capital Ventures and Lightspeed Venture Partners. The Series B financing comes only eight months after Sheppard Mullin represented Cameo in its Series A Preferred financing, which raised \$12.5 million and was led by Lightspeed.

In just two years, Cameo has built a talent portfolio of more than 15,000 individuals and fulfilled more than 275,000 video requests, ranging from birthday and good luck messages to prom invitations, marriage proposals, baby gender reveals and more.

The Sheppard Mullin team, led by associate Daniel Belzer and partner Michael Umansky, included partners Frank Dworak and John Tishler; and associates Liz Chase and Winnie Weil.

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Attorneys

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