

## Sheppard Mullin Represents Cameo in First Acquisition

10.25.2021

Sheppard, Mullin, Richter & Hampton LLP represented Cameo, an online marketplace celebrity marketplace, in its acquisition of Represent, a marketing and merchandising platform that builds direct-to-fan brands for top celebrities. This marks Cameo's first acquisition. According to Cameo, "The acquisition will expand and diversify Cameo's existing talent pool, introduce fun new ways for talent and fans to connect, establish new revenue opportunities for talent on the platform, and provide the entire Cameo community with a new way to fundraise for non-profit organizations." Terms of the deal were not disclosed.

The Sheppard Mullin team was led by partner Daniel Belzer and included partners Mike Orlando, Frank Dworak, and Mike Chan; and associates Robert Kay, Dhara Waghela, Mike Weissnar and John Crisp.

[Click here to read the press release.](#)

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### Practice Areas

Corporate

Entertainment, Technology and Advertising

Mergers and Acquisitions

## Industries

Entertainment, Technology and Advertising