

# SEWARD & KISSEL LLP

Seward & Kissel advises digital marketing agency Intersect  
on its sale to Crown Partners

Seward & Kissel's Business Transactions Group  
*Focusing on Middle-Market Deals*

On May 9, 2013, eBusiness firm **Crown Partners** announced its acquisition of digital marketing agency **Intersect**. **Seward & Kissel** was pleased to represent Intersect in this middle-market M&A transaction.


Intersect is a leading digital marketing agency with emphasis in multi-channel customer experience and creative design. Its customers include Bobbi Brown Cosmetics, Clinique, Kenneth Cole, and Isaac Mizrahi. Crown Partners is a full service eBusiness firm serving clients in diverse industries.

Seward & Kissel LLP ([www.sewkis.com](http://www.sewkis.com)) is a leading New York law firm, originally established in 1890, offering legal advice emphasizing business, financial and commercial law and related litigation. The firm's Business Transactions Group handles middle-market M&A, private equity, venture capital and joint venture transactions involving a wide variety of industries. The firm is ranked as Highly Regarded for Corporate/M&A by Chambers USA and is recommended by The Legal 500 in the middle-market M&A category. The firm has handled a number of award-winning deals, as recognized by The M&A Advisor, including the 2011 Financial Services Deal of the Year, 2011 Middle-Market Deal of the Year (Between \$100mm and \$250mm), 2012 Energy Deal of the Year, 2012 Consumer and Retail Products Deal of the Year (Between \$100mm and \$500mm) and 2012 M&A Deal of the Year (Between \$10mm and \$25mm).


The press release describing this transaction is reproduced below for your information.

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**New York City, New York (May 9, 2013):** Crown, a full-service eBusiness firm, today acquired New York-based [Intersect](#), a leading digital marketing agency with emphasis in multi-




**has acquired**



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Seward & Kissel  
acted as counsel to Intersect



May 2013

channel customer experience and creative design. The purchase expands and enhances Crown's [digital marketing](#) services. It also further allows for Crown's expansion in New York City to support a longstanding and growing East Coast business.

Intersect founder, Mark Bartlett now serves as GM, New York Office and will lead customer experience and creative services.

“The Intersect team is a perfect complement to Crown's deep eCommerce, Web Experience Management, Digital Communications, and Analytics offerings,” said Richard Hearn, CEO and Co-Founder, Crown. “Intersect does world-class, customer centric engagement and design and is a welcome addition to our family.”

“Crown's eBusiness strategy, technology, and communications background are a perfect match for our clients at Intersect, who seek best-in-class experiences across customer segments and geographies,” said Mark Bartlett, Intersect Founder. “Our two cultures and work styles are a great match, and we're looking forward to doing more great things as a part of Crown.”

With offices in Dayton, Dallas, and Denver, Crown now adds a New York City office, where it plans to begin hiring developers, marketers, creative designers, user experience experts and account leadership.

Intersect was advised by Tom O'Shea at Bentley Associates.

### **About Crown:**

Crown is a full service eBusiness firm that helps growth-oriented clients attract, acquire and retain customers digitally. Crown partners with Adobe, hybris and ExactTarget to enable the digital experiences and interactions that drive content, commerce, communications and analytics.

Since 2001, Crown has made a difference in creating eCommerce and web experiences with technology, digital marketing, and analytics consulting. Crown's award-winning work has increased profitability for clients in diverse industries including Fidelity, Wyndham Vacation Ownership, General Motors, and many others.

### **About Intersect:**

Intersect is an agency specializing in the design and development of unique customer experiences across today's most-relevant digital channels.

With offices in New York City, Intersect is a multi-disciplinary team of designers, technologists and strategists who are passionate about finding inspired and elegant solutions to complex business challenges.

Intersect's clients include: Bobbi Brown Cosmetics, Clinique, Kenneth Cole, Fresh, Isaac Mizrahi, MoroccanOil, Mack Weldon, Thornton Tomasetti, Jil Sander and Lucky Magazine.

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## **About Seward & Kissel LLP**

Seward & Kissel LLP, founded in 1890, is a leading U.S. law firm with an international reputation for excellence. We have offices in New York City and Washington, D.C.

Our practice primarily focuses on corporate, litigation and restructuring/bankruptcy work for clients seeking legal expertise in the financial services, corporate finance and capital markets areas. The Firm is particularly well known for its representation of major commercial banks, investment banking firms, investment advisers and related investment funds (including mutual funds and hedge funds), master servicers, servicers, investors, distressed trade brokers, liquidity providers, hedge fund administrators, broker-dealers, institutional investors and transportation companies (particularly in the shipping area).

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