



Barry A. Cassell

Partner

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Practice Areas

Corporate, M&A and Venture Capital | Food, Beverage & Hospitality | Securities & Corporate Governance

Mr. Cassell is an experienced corporate attorney who regularly represents private equity funds, public and private corporations, general and limited partnerships, limited liability companies and individuals.

Mr. Cassell concentrates in the following areas:

- mergers and acquisitions;
- public and private equity and debt financings;
- the formation of joint ventures, limited liability companies and partnerships;
- executive employment and severance matters;
- securities law reporting and compliance; and
- general corporate and commercial matters.

Mr. Cassell has represented clients in connection with the acquisition and financing in such varied areas as cable television systems, sports publications, consumer product companies, and educational publishing operations, in addition to participants in divestitures of various businesses. He has worked with clients across a broad range of diverse industries including lending, health care, manufacturing, publishing, technology, marketing and media.

Representative Transactions

- The restructuring and issuance of debt securities on behalf of a leading manufacturer and marketer of

animal health and nutrition products.

- Several substantial acquisitions of religious-based product lines from leading international publishing companies
- The sale of the publisher of The Daily Racing Form, a national, multi-media information company dedicated to providing premium data driven content and authoritative editorial coverage to horse racing enthusiasts.
- The acquisition of Excelsior Radio Networks, a leading independent network radio company providing sales representation services to over fifty national radio production companies and producing over one hundred different programs.
- The acquisition of cable television systems providing services across several Midwestern states.
- The raising of capital on behalf of a music and entertainment company through a private placement of limited liability company interests.
- The restructuring of a manufacturer and distributor of consumer products including the issuance of senior secured debt, preferred stock and warrants.

Professional Activities

- Member, American Bar Association
- Member, Association of the Bar of the City of New York

Publications

- DineEquity, Inc. Announces Joyn Cywinski as President of Applebee's

Education & Honors

- J. D., *cum laude*, University of Pennsylvania Law School, Staff Editor, *The Comparative Labor Law Journal*
- B.S., University of Pennsylvania, The Wharton School of Business

Prior Work Experience

- Cooperman Levitt Winikoff Lester & Newman (since merged with Sonnenschein Nath & Rosenthal)
- Jacobs Persinger & Parker
- Willkie Farr & Gallagher (New York office)

Bar Admissions

- State of New York