



## Brendan Mace

Partner

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Brendan's practice focuses on mergers and acquisitions and private equity. He has experience advising private companies across a range of industries on complex transactions and governance issues and guides clients through each phase of the investment life cycle from initial acquisitions to company management to exit transactions.

As an advisor to private equity funds and their portfolio companies, he has counseled clients in M&A transactions and equity investments. Additionally, Brendan regularly advises private equity fund clients and their portfolio companies on corporate governance and operational matters, including those related to employment agreements, incentive equity grants, and general commercial matters.

## Key Matters

### Representative Transactions

- Diversis Capital, a private equity fund primarily investing in software and technology-enabled organizations, in connection with the following:

- Acquisition of a controlling stake in Tempo, the leader in team time management and productivity-enhancing solutions;
- Acquisition of the business of PureCars Automotive, LLC, a performance-driven company founded on providing automotive dealers with best-in class technology and services that increase revenue and drive measurable growth;
- Add-on acquisition by PureCars (a portfolio company of Diversis Capital and a leading provider of digital marketing technology and services for automotive dealers) of TruPayments, LLC, a leading financial tech provider that makes it easier for consumers to obtain near penny perfect payment information earlier in the shopping process;
- Add-on acquisition by Black Box intelligence (a portfolio company of Diversis Capital and a leading provider of data and insights related to workforce, guest, consumer, and financial performance benchmarks for the hospitality industry) of Miller Pulse, LLC, a leading provider of market-level insights to restaurant companies and industry observers;
- Add-on acquisition by Black Box intelligence of AreTheyHappy, an award-winning customer experience and brand reputation management platform for restaurant and hospitality organizations;
- Acquisition of the remaining minority interest in Tempo Software, Inc., a leading provider of portfolio management solutions for product development organizations, from Iceland-based Origo (awarded “Technology Deal of the Year” by *The M&A Advisor*);
- Add-on acquisition by PureCars Technologies, LLC of The AutoMiner, LLC, a leading provider of data mining and software integration for car dealers;
- Add-on acquisition by Tempo (a portfolio company of Diversis Capital and the leader in team time management and productivity-enhancing solutions) of Amovos, SRO, a Slovakian-based technology company that operates the Old Street Solutions brand, an Atlassian marketplace partner that offers Custom Charts for Jira and Confluence apps; and
- Add-on acquisition by Tempo of LiquidPlanner, Inc., a project management platform with a predictive scheduling engine to help teams plan, track, manage, and adapt their projects in real-time.
- Represented VMG Partners, a private equity fund investing exclusively in branded consumer companies, in connection with the following:
  - Sale of Sequel to The WhiteWave Foods Company, a leading consumer packaged food and beverage company whose products include Silk® and So Delicious® plant-based foods and beverages;
  - Investment in Quest Nutrition, creator of the World’s Most Loved Protein Bar, and maker of foods and snacks that taste as good as they are good for you;
  - Investment in ILEGAL Mezcal, a leading super premium artisanal mezcal, and later sale of its investment to Bacardi Limited, the largest privately held international spirits company in the world;
  - Investment in [solidcore], a nationwide boutique fitness company who provides pilates-based resistance training; and
  - Investment in Undefeated Tribe, a Crunch Fitness Franchisee with locations in Texas and Oklahoma.
- Represented Century Park Capital Partners, a private equity fund investing in industrials, chemicals, consumer products, medical products, and business services, in connection with the following:
  - Acquisition of Mikawaya, an American confectionary business specializing in Japanese pastries, snacks and desserts, including the original Mochi ice cream;
  - Acquisition and subsequent sale of Covercraft Industries, a market innovator in the field of custom-fitted automotive covers for cars, trucks, boats, and other vehicles; and

- Acquisition of the business of NCP Coatings, Inc., a leading developer and manufacturer of technologically advanced performance coatings solutions for the military, industrial, commercial, and forestry end market.
- Represented Consortium Brand Partners, a New York based private equity fund managing and investing in global brands and diverse teams across various consumer sectors, in its acquisition of a majority interest in Draper James, LLC, a Southern-style women's clothing brand founded by Reese Witherspoon.
- Represented Stellex Capital Management, a private equity firm, in its acquisition of Country Fresh and Sun Rich USA, two divisions previously part of the Fresh Food Group, which will now operate as a standalone company under the "Country Fresh" name. Country Fresh is a premier full-service, fresh food solutions partner for retail, foodservice, club, and convenience stores.
- Represented Pacific Avenue Capital Partners, a private equity firm focused on corporate divestitures, carve-outs and other complex situations in the middle market, in its add-on acquisition by portfolio company Emerald Textiles, the largest provider of outsourced linen management services and specialty products to hospitals, clinics, and other healthcare facilities in the Western United States, of the West Coast assets of Angelica Corporation, a national healthcare linen services provider.
- Represented Crowe LLP, a leading public accounting, consulting, and technology firm, in the carveout sale of its technology-enabled healthcare consulting business to TPG, a global alternative asset management firm.
- Represented Delicato Family Wines, a California-based winery, in its announced partnership with Francis Ford Coppola Winery, a long-time leader in the wine industry.
- Represented LAACO, Ltd. (LAACO), the owner of the Storage West brand of 59 self-storage facilities, in its sale to CubeSmart (NYSE: CUBE) for approximately US\$1.69B. Storage West is the owner and operator of 59 self-storage assets in the highly desired western markets of Southern California (22), Phoenix (17), Las Vegas (13), and Houston (7).
- Represented Ducommun Incorporated (NYSE:DCO) in its acquisition of Certified Thermoplastics Co., LLC, a leader in precision profile extrusions and extruded assemblies of engineered thermoplastic resins, compounds and alloys for a wide range of commercial aerospace, defense, medical, and industrial applications.
- Represented Brynwood Partners in the acquisition of ARYZTA North America's take-and-bake pizza business, by its newly formed portfolio company, Great Kitchens Food Company Inc.
- Represented Hudson Ferry Capital, a lower middle market investment firm, in connection with the following:
  - its sale of Alcom, a leading manufacturer of aluminum trailers, to an affiliate of Valley Ridge Investment Partners;
  - its sale of Ground/Water Treatment & Technology, LLC, a full-service provider of commercial water treatment services, to an affiliate of Ember Infrastructure.v
- Represented Simple Mills, provider of more than 30 clean-label baking mixes, crackers, cookies, bars and frostings that are free of gluten, grains, soy and genetically modified ingredients, in connection with Vestar Capital Partners' minority investment in the company.
- Represented Stearn's Products, Inc. (dba Derma E), a leading natural, eco-ethical skincare brand with a mission to deliver high quality, affordable and natural skincare products to consumers, and its founders in the sale of the company to Topix Pharmaceuticals, a portfolio company of New Mountain Capital.
- Represented Synaptics Incorporated (NASDAQ: SYNA) in its US\$95M acquisition of the Multimedia Solutions Business of Marvell Technology Group (NASDAQ: MRVL), a leading provider of advanced processing technology for video and audio applications, also for the smart home.
- Represented Flex Ltd. (NASDAQ: FLEX) and Flextronics International USA, Inc., providers of design, manufacturing and services across the globe for a broad range of electronics products, in connection with the acquisition of AGM Automotive, a leading global supplier of automotive interior components and systems, including overhead console systems, interior lighting, electronic components and textile flooring solutions.
- Represented Maval Industries, L.L.C., in Maval's sale of its Original Equipment Steering Business to an affiliate of Allied Motion Technologies Inc. (NASDAQ: AMOT).

- Represented a consumer finance company in connection with its sale to a Native American Tribe for a total transaction value of US\$190M

## Recent Experience

Represented The...

Winston Represented...

Crowe LLP's...

LAACO, Ltd.'s...

Century Park...

Holicy Inc....

Delicato Family...

Black Box...

Stellex Capital...

Holicy Inc....

## Activities

Brendan is committed to pro bono matters where his work focuses on advising non-profit corporations on formation and governance issues. Brendan is also a member of Winston's pro bono committee.

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## Credentials

### EDUCATION

Brendan received his B.A. in History, *summa cum laude*, from the University of Southern California in 2007. He received his J.D. from UCLA School of Law in 2013 where he graduated *Order of the Coif*. While in law school Brendan served as the co-Editor-in-Chief (2012-13) and Co-Chief Articles Editor (2011-12) of the *UCLA Pacific Basin Law Journal*.

### ADMISSIONS

- California

## Related Insights & News

- "PE Minority Investments Offer Alternative Capital During Crisis," Law360, May 29, 2020
- "RWI Policies in the Coronavirus Era," *Bloomberg Law*, April 2020.
- "Considerations for Stakeholders Regarding Rights and Remedies when a Borrower is in Default," ACG Chicago's *The Journal*, December 2017.

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## **RECOGNITIONS**

Winston's Los Angeles Corporate...

JULY 2023

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## **SEMINAR/CLE**

Winston Transactions Chair Leads...

JUNE 7, 2023

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## **PRESS RELEASE**

Winston & Strawn Names...

DECEMBER 6, 2022

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## **ARTICLE**

COVID-19 Hotel M&A...

APRIL 1, 2021

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## **ARTICLE**

PE Minority Investments Offer...

MAY 29, 2020

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## **CLIENT ALERT**

COVID-19-Spawnd "Busted..."

MAY 11, 2020

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## **ARTICLE**

RWI Policies in the...

APRIL 9, 2020

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## **CLIENT ALERT**

Potential Impacts on Private...

MARCH 26, 2020

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## **ARTICLE**

Considerations for Stakeholders Regarding...

DECEMBER 22, 2017

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## **RECOGNITIONS**

Winston & Strawn Named...

MAY 23, 2017

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**NEWS**

Winston Plays Leading Role...  
SEPTEMBER 7, 2016

Capabilities

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Mergers & Acquisitions	Private Equity	Corporate Governance	Transactions
Technology, Media & Telecommunications	Health Care	Food & Beverage	