



BRADLEY A. PEDERSON

Partner

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OVERVIEW

Brad Pederson regularly represents manufacturers, contractors, entertainment and retail businesses in venture formations, raising capital, corporate finance, mergers & acquisitions, public reporting and general corporate matters. He has a diverse client base and enjoys working with businesses at different points of their life cycles. Brad works with entrepreneurs and dynamic startups to develop scalable business models and corporate structures for growth and raising capital. He also works with established businesses to raise capital in the private and capital markets, continue to grow organically and through strategic acquisitions, and to realize exit events.

Brad distinguishes himself from other attorneys by approaching the practice of law from a business perspective. He believes that business dynamics should drive legal aspects of transactions as much as possible.

In addition to his legal practice, Brad readily steps up to help lead key areas of the firm. In particular, he played a role in establishing Maslon's Diverse Attorneys Resource Group, and he serves on Maslon's Diversity & Inclusion, Space, and Strategic Planning committees.

SELECTED EXPERIENCE

Mergers & Acquisitions

- Represented a premier electrical and technology provider in its strategic acquisition of a designer and installer of voice, data, video, and security cabling infrastructures, leading-edge security systems, cellular phone repeaters, and voice privacy systems to expand our client's product offerings in the electrical and technology industries.
- Represented a North American designer and distributor of high-end stationery and party goods in its sale and rollover investment with a private equity firm.
- Represents a growing major American manufacturer and global supplier of bulk material processing and handling systems in all matters, including nine strategic acquisitions to expand its product base, brand offerings and footprint in North America.

AREAS OF PRACTICE

Corporate & Securities

- Emerging Businesses & Venture Capital
- General Counsel Services
- Mergers & Acquisitions
- Public Company Securities Offerings & Compliance

BAR ADMISSIONS

Minnesota, 2008

EDUCATION

Hamline University School of Law

J.D., *magna cum laude*, 2008

Honors: Dean's List; Presidential Scholar

University of Minnesota, Duluth

B.A., *cum laude*, 2004

- Represented a publicly traded biopharmaceutical company in its recent sale to a Fortune 50 company of rights to our client's drug candidate in North America in exchange for \$80 million in cash, plus earnout and milestone payments of \$230 million.
- Represented a publicly traded agricultural technology company in its strategic acquisition of an engineering firm company by merger, and the registration with the SEC of 1.5 million shares issued to the target company's shareholders.
- Represented Jacobs Trading in the sale of its salvage and liquidation business to Liquidity Services, Inc., a publicly traded leading provider of online marketplaces and integrated services, in a transaction yielding cash, stock, a promissory note, and performance-based consideration proceeds of \$170 million.
- Represented American Importing Company, Inc., a private label manufacturer and marketer of dried fruits, in a sale transaction with Gryphon Advisors, a private equity firm, in a transaction yielding cash and stock consideration in excess of \$100 million.
- Represented pipeline manufacturer in a sale transaction to a public corporation yielding over \$80 million in sale proceeds.
- Represented Amano Pioneer Eclipse Corporation in its acquisition of the floor sander division of Nilfisk-Advance, Inc.
- Represented agricultural producer's purchase of assets in related sales transactions conducted under Section 363 of the U.S. Bankruptcy Code in an aggregate amount of approximately \$30 million.
- Represented Redwood 700 Inc. (formerly known as Redwood County Telephone Company) in a multimillion-dollar transaction merging Redwood into a subsidiary of AT&T Inc. (AT&T) and in divestiture transactions prior to such sale resulting in sale proceeds of over \$20 million.
- Represented developer and manufacturer of aviation training products in a sale transaction to private equity fund yielding proceeds of approximately \$30 million.

Corporate Finance

- Represented Allied Esports Entertainment, Inc. (NASDAQ: AESE), the publicly traded holding company of Allied Esports International, Inc. and the World Poker Tour, in its 2019 reverse merger transaction to become a public company, and continue to represent AESE in its subsequent capital raising, public securities and general corporate matters.
- Represented Creative Realities, Inc., a publicly traded digital signage company (NASDAQ: CREX), in its 2018 traditional follow-on public offering and Nasdaq uplisting, and 2020 at-the-market (ATM) follow-on public offering, and continue to represent CREX in its public securities and general corporate matters.
- Represented ZIOPHARM Oncology, Inc., a publicly traded biotechnology company (NASDAQ: ZIOP), in connection with firm commitment underwritten public offerings yielding proceeds in excess of \$100 million.
- Represented Dougherty & Company as underwriter in its follow-on offerings of common stock of Urologix, Inc. and Sajan, Inc.

LEADERSHIP & COMMUNITY

- Achieve Twin Cities: Board Member 2016-present; Governance Committee, Chair 2018-present
- Minnesota Cup: Review Board Member, Food/Agriculture/Beverage Division 2017-2019
- LegalCORPS: Nonprofit organization promoting pro bono legal services for low-income businesses and nonprofits, Volunteer
- Minnesota Asian Pacific American Bar Association
- Minnesota State Bar Association
- Hennepin County Bar Association

SELECTED HONORS

- **Recognized on Minnesota Rising Stars list as part of the Super Lawyers® selection process, 2014-2017, 2019-2021** (*Minnesota Rising Stars is a designation given to only 2.5 percent of Minnesota attorneys each year, based on a selection process that includes the recommendation of peers in the legal profession.*)

- **Selected for inclusion in Best Lawyers: Ones to Watch, 2022** (*These awards recognize attorneys, who are earlier in their careers, for outstanding professional excellence in private practice in the United States.*)

SELECTED PRESENTATIONS

- "Contract Drafting for the 21st Century," Contracts in Context II, ACC Minnesota, 2017
- "Raising Capital for Craft Breweries and Distilleries," Worts and All: A Primer on Brewery Law, Maslon LLP, 2016
- "Craft Brewing and Distilling Intellectual Property Issues," Worts and All: A Primer on Brewery Law, Maslon LLP, 2016

SELECTED PUBLICATIONS

- "On Board: In (or Out of) the Zone," co-author, *ON Litigation*, Vol. 2, Fall 2009