

# Cozen O'Connor Represents Leger in Purchase of 360 Market Reach, Its First U.S. Acquisition

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Cozen O'Connor represented Leger, the largest Canadian-owned market research and analytics company, in its acquisition of 360 Market Reach, an American market research company based in New York City. Demonstrating Leger's growth strategy, this was the company's first acquisition in the United States and its thirteenth acquisition overall.

The Cozen O'Connor team was led by M&A attorney and International Practice Vice Chair Christian Moretti. The team also included Beatrice Bottini, Marco Biagiotti, Joshua C. Weinberger, Jay A. Dorsch, and Janice Sued Agresti.

360 Market Reach specializes in delivering comprehensive insights to a wide array of consumer package goods, retail, health & wellness, luxury, and travel clients. This strategic acquisition brings beneficial technology assets and boosts Leger's presence in the consumer packaged goods space.

## About Cozen O'Connor

Established in 1970, Cozen O'Connor has more than 925 attorneys who help clients manage risk and make better business decisions. The firm counsels clients on their most sophisticated legal matters in all areas of the law, including litigation, corporate, and regulatory law. Representing a broad array of leading global corporations and middle market companies, Cozen O'Connor services its clients' needs through 33 offices across two continents.

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