



→ Alexander Lazar

Partner

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Alexander Lazar is a partner in the Corporate Practice Group in the firm's New York office and is Leader of the firm's Emerging Company & Venture Capital Team and the Blockchain & Fintech Team.

Areas of Practice

Alex provides legal and strategic guidance to clients in the fintech, software, internet/mobile, digital media, ecommerce, advertising and marketing, healthcare, and biotech industries.

Alex advises clients on a range of matters from startup through IPO, including company formation and founder matters; seed, angel, venture capital, growth equity, and other capital raising transactions; mergers and acquisitions; technology and brand licensing; and other complex commercial transactions, including joint ventures, development, collaboration, and consulting arrangements.

He is also a member of the firm's blockchain and digital asset team and represents clients in structuring token rights and various matters involving token issuances and token and cryptocurrency trading and exchange platforms.

Pro Bono

Alex cares deeply about giving back to the community and is especially focused on ways that technology companies and innovators can help solve today's societal challenges. Alex has worked closely for many years with Blue Ridge Labs @ Robin Hood, a tech company incubator/accelerator program of The Robin Hood Foundation that provides space, funding, and resources to help launch and grow tech platforms that address economic inequality in New York City and beyond.

Experience

Alex's emerging and venture-backed company clients have included 3Box Labs, AeroMINE Technologies, Amplio, Axoni, Barosa, BitGo, Cloudburst Technologies, CryptoMarket, Dastan, DeltaMath, Ducky, Evertas, Findigs, Formal, Gitcoin, Hanover Park, IrisVR, Lucidity Lights (Finally Bulbs), Mobot, Nova Labs, OnDemand Korea, Panoptic, Parachute Health, Portal Instruments, Propel, Rent the Runway, Right Trigger Entertainment, Simplified, Tarform, Thnks, Trete, and Two Moons, among others.

Alex also regularly advises more mature companies in strategic investments and M&A transactions. Representative transactions include:

Representative Strategic Minority Investments:

- Advised Rakuten and its affiliates in their investments in: Lyft, Pinterest, Altiostar Networks, Upstart Networks, CafeX Communications, Simpleurance, Xola, and Ahalife, among others
- Represented a publicly traded US technology company in its Series A investment in a smart data company
- Advised a publicly traded US technology company in its proposed Series C investment in a company providing a financial and credit advisory platform
- Represented a privately held media company in its Series Seed investment in a streaming digital media services company
- Represented an international bank in its Series A investment in a fintech incubator platform
- Represented a publicly traded US medical device company as lead investor in its Series A investment in a cardiological implant company

Representative M&A Transactions:

- Advised Rakuten and its affiliates in their acquisitions of: Viki, Altiostar Networks, Slice Technologies, First Mile, DC Storm, DeepForest Media, Manifest Commerce, Vibrant Data, MediaForge and Nextperformance, among others
- Represented BitGo in its acquisitions of Lumina Technologies, Harbor, and Brassica Technologies
- Represented 3Box Labs in its merger with Textile
- Represented LogMeIn in its acquisition of LastPass
- Advised Buidlbox in its sale to HackQuest
- Represented Rakuten in its sale of OverDrive to KKR
- Represented Boston Scientific Corporation in its acquisitions of BridgePoint Medical and Asthmatx, among others
- Advised a private equity fund portfolio company in its acquisition of a virtual design software company
- Represented Rakuten in its sale of The Grommet to Ace Hardware
- Advised Atrium Medical Corporation in its sale to GETINGE AB
- Represented Rakuten in its sale of Rakuten Intelligence to NielsenIQ
- Advised Fitness Connection in its sale to LNK Partners
- Advised Rakuten in its sale of its Performance Solutions advertising business to Brunner
- Represented Rakuten as a major shareholder in connection with the sale of Juno to Gett

Articles

Blockchain and Cryptocurrency: Law of the Ledger Blog Posts

- "CSBS Flags Key Risks in Draft Stablecoin Legislation," April 4, 2025

Consumer Finance and Fintech Blog Posts

- "Riding the Wave: How the Crypto Surge is Influencing Finance," January 3, 2025

Speaking Engagements

Alex regularly speaks on legal issues facing emerging growth and technology companies, and has served as a mentor and judge in various business plan and business method competitions.

Presenter, "Exit Strategies," Venture Capital 2019: Nuts & Bolts, Practising Law Institute, April 2019

Presenter, "Exit Strategies," Venture Capital 2018: Nuts & Bolts, Practising Law Institute, May 2018

Presenter, "Exit Provisions in Venture Capital Financings," Venture Capital 2017: Nuts & Bolts, Practising Law Institute, June 2017

Presenter, "Key Issues in Follow-On Financing Rounds," Venture Capital 2016: Nuts & Bolts, Practising Law Institute, May 2016

Events

Third Thursday Emerging Company Webinar Series
Understanding the Structure and Legal Implications of Convertible Instruments
via GlobalMeet, 05.16.2019

Podcasts & Webinars

The Legit Ledger Episode 8: Introduction to DAO Legal Issues with Alex Lazar and Gabe Khoury
08.29.2022

Crypto-Know for the CFO, A Brief Update on Cryptocurrency
10.19.2021

Practices

Corporate
Emerging Company & Venture Capital
Joint Ventures and Strategic Alliances
Mergers and Acquisitions
Private Equity

Industries

Advertising
Artificial Intelligence
Blockchain
Blockchain and Fintech

Emerging Company & Venture Capital
Entertainment, Technology and Advertising
Esports & Games
Fintech
Healthcare
Life Sciences

Education

J.D., Boston College Law School, 2008, *magna cum laude*, *Order of the Coif*
B.A., Brown University, 2005 *magna cum laude*, *Phi Beta Kappa*

Admissions

Massachusetts
New York

Languages

Japanese