

Sheppard Mullin Advised CSC Generation Enterprise in Acquisition of Backcountry

09.10.2024

Sheppard Mullin represented CSC Generation Enterprise (CSC), a multi-brand technology platform known for acquiring and turning retailers into high-performing businesses, in its acquisition of Backcountry, a well-known online specialty retailer for outdoor recreation gear and apparel. The acquisition also includes Backcountry's family of brands: MotoSport, Competitive Cyclist, and Steep and Cheap. Backcountry will continue to operate under its brand name. Financial terms were not disclosed.

The Sheppard Mullin deal team was led by Shon Glusky, Kevin Ryan, Matthew Greenberg, Niya Tang, Nirav Bhatt and Teresita Acedo.

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Practice Areas

Corporate

Private Equity

Industries

Retail, Fashion & Beauty