

NEWS RELEASES

Barnes & Thornburg Represents Jillian Michaels In Giggles N' Hugs Brand Expansion Deal

March 9, 2017 | [Los Angeles](#)

Los Angeles - Barnes & Thornburg recently advised world-renowned fitness expert and life coach, Jillian Michaels and her business partner, Giancarlo Chersich, in a recent transaction with public company Giggles N' Hugs, a restaurant that brings together high-end, organic food with active, cutting-edge play and entertainment for children. The deal makes Michaels the first global brand ambassador for Giggles N' Hugs and one of the company's largest shareholders.

The deal was led by partner [Sid Fohrman](#) of the Los Angeles office who handled the provision of Michaels' professional services, license of publicity rights, the activation of endorsement and sponsorship rights, and the exploitation of endorsements through a multitude of platforms including social media channels. Corporate partners [Jeff Gray](#) of the Chicago office and [Jeffrey Hopper](#) of the Indianapolis office managed securities, tax and executive compensation issues.

"Always looking to provide client value, we build legal teams made up of great lawyers from various practice areas within the firm," said Jason Karlov, chair of the Entertainment, Sports and Media Practice Group at Barnes & Thornburg. "This is a prime example where Sid Fohrman, a seasoned entertainment lawyer, identified the myriad of legal issues and complexities at play, and pulled in resources to achieve a multi-disciplinary approach from trademark, to tax, to securities to executive compensation."

More about the transaction can be read [here](#).

With more than 600 attorneys and other legal professionals, Barnes & Thornburg is one of the largest law firms in the country. The firm serves clients worldwide from 13 offices in Atlanta, Chicago, Dallas, Delaware, Indiana, Los Angeles, Michigan, Minneapolis, Ohio, and Washington, D.C. For more information, visit us online at www.btlaw.com or on Twitter [@BTLawNews](https://twitter.com/BTLawNews).

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