

ANNOUNCEMENTS | 09.20.2024

Choate Represents New Heritage Capital in Investment in Brilliant

Choate represented New Heritage Capital in its majority investment in Brilliant, a global provider of impactful corporate gifting and branded merchandise solutions. The investment was structured using Heritage's *Private IPO®* solution, which leaves operating control in the hands of current Brilliant management while providing the financial flexibility to accelerate future growth.

Sarah Hunt Broughel

Partner

John Marshall Chambers

Partner

Ankoor D. Desai

Associate

Kevin T. Jarboe

Partner

David Mollo-Christensen

Co-Chair, Tax

T.J. Murphy

Partner

Elizabeth Powers

Of Counsel

Sean M. Small

Partner

Alyson Bagley Stewart

Partner

Nicholas Venora

Associate