

## Awards

# BCLP WINS THE DEAL'S MIDDLE MARKET AWARD FOR RESTRUCTURING DEAL OF THE YEAR

Aug 03, 2020

A transaction led by a Bryan Cave Leighton Paisner team has won the “Restructuring Deal of the Year” at The Deal’s Middle Market Awards.

Los Angeles Partners Sharon Weiss and David Andersen led the firm’s representation of PlanetArt LLC in its purchase acquisition of Personal Creations from FTD Companies’ bankruptcy estate for \$18.1 million in cash, plus certain additional payments. The transaction was a key element of FTD’s court-supervised restructuring, which involved parallel asset sales to third-party buyers. BCLP’s representation continued with respect to post-closing matters, including a transition services agreement and agreements with third-party suppliers and vendors.

PlanetArt LLC is a leader and one of the fastest-growing companies in the print-on-demand and personalization spaces. Personal Creations is best known as the e-commerce leader in personalized gift products, including websites like Gifts.com. The sale closed Aug. 1, 2019.

Others on the cross-practice BCLP team of key support included Chicago Partner Jason Berne (Financing), Chicago Associate Alejandro Montenegro (M&A), Los Angeles Counsel Kaye Steinsapir (L&E), Los Angeles Counsel Stefani Thomas (M&A), Chicago Partner William Wortel (L&E) and St. Louis Counsel Serena Yee (Employee Benefits).

The Deal annually recognizes the leading lawyers, bankers, investors and advisers in middle-market transactions at its awards ceremony.

## RELATED PRACTICE AREAS

- Restructuring & Insolvency/Special Situations
- M&A & Corporate Finance
- Corporate
- Finance

## MEET THE TEAM



**Sharon Z. Weiss**

Los Angeles

[sharon.weiss@bcplaw.com](mailto:sharon.weiss@bcplaw.com)

[+1 310 576 2276](tel:+13105762276)



**David G. Andersen**

Los Angeles

[dgandersen@bcplaw.com](mailto:dgandersen@bcplaw.com)

[+1 310 576 2161](tel:+13105762161)



**Alejandro J. Montenegro**

Chicago

[alejandro.montenegro@bcplaw.com](mailto:alejandro.montenegro@bcplaw.com)

[+1 312 602 5084](tel:+13126025084)



## **William J. Wortel**

Chicago

[bill.wortel@bclplaw.com](mailto:bill.wortel@bclplaw.com)

+1 312 602 5105

---

This material is not comprehensive, is for informational purposes only, and is not legal advice. Your use or receipt of this material does not create an attorney-client relationship between us. If you require legal advice, you should consult an attorney regarding your particular circumstances. The choice of a lawyer is an important decision and should not be based solely upon advertisements. This material may be “Attorney Advertising” under the ethics and professional rules of certain jurisdictions. For advertising purposes, St. Louis, Missouri, is designated BCLP’s principal office and Kathrine Dixon ([kathrine.dixon@bclplaw.com](mailto:kathrine.dixon@bclplaw.com)) as the responsible attorney.



Cookiebot session tracker icon loaded