



Justin A. Goldberg

ASSOCIATE

Justin is an Associate in the Los Angeles office, where he works in the Corporate & Securities group.



Industries

Automotive
Insurance & Reinsurance
Sports
Venture Capital & Emerging Businesses

Practices

Corporate & Securities

Education

University of Southern California Gould School of Law JD, Certificate in Business Law, 2013
The George Washington University BA, cum laude

Offices

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Justin represents clients in a wide variety of commercial transactions, including corporate structuring, finance, joint ventures, mergers and acquisitions, corporate compliance, real estate, and general corporate law. Justin's clients include international corporations, auto industry companies, emerging growth companies, select startups, collegiate sports entities, and prominent individuals. Justin provides effective counsel throughout a company's business life cycle, from formation through operations, expansion, and eventual sale.

Client Work

Justin's representative matters include consummation of the following transactions:

Insurance & Reinsurance Industry

- Lead associate in a complex sale process for a large national insurance brokerage, with many subsidiaries, in its successful sale to a private equity firm with a strong track-record in the insurance brokerage industry.
- Lead associate in a complex acquisition process for a large regional insurance brokerage, in its successful purchase of a leading liability, property, and technology third party administration firm.
- Lead associate in a complex sale process for a large regional insurance brokerage in its successful sale to a private equity backed roll-up of leading independent property, casualty and employee benefits brokerage firms.
- Lead associate in advising a medium-sized regional insurance brokerage in its successful sale to a private equity backed roll-up of leading independent brokerage firms.

Sports Industry

- Negotiating the Sugar Bowl's participation agreements and various game related issues, including

the Sugar Bowl's hosting of the College Football Playoff semifinal game every four years.

- Revising a sponsorship agreement with a prominent professional sports athlete for a key brand of a Fortune 500 company.

Other

- Lead associate in a complex acquisition process for Krispy Kreme in its successful joint venture transaction to acquire a majority interest in over thirty-five (35) stores, previously owned by two of its leading franchisees.
- Lead associate in advising a private equity backed consolidator in the plastics injection molding industry in its successful acquisition of a company in that industry.
- Pro Bono representation of NAACP Legal Defense and Educational Fund in a major litigation challenging Harris County's bail system.
- Representing a Chinese investment company in its Series A investment in a virtual reality and video game company, affiliated with the acclaimed director Michael Bay.
- Lead associate in advising a prominent regional audio/visual company in its successful sale to a national customer-centric exhibition services provider.

Automotive Industry

- Lead associate in advising on an ownership restructuring of a chain consisting of three automobile dealerships located in Simi Valley, California.
- Lead associate in advising a regional dealer group in the sale of its dealership assets and real property to an affiliate of an international automotive dealership group.
- Lead associate in advising the seller in the sale of an automobile franchise located in California.

Previously, Justin regularly counseled mutual funds, insurance-dedicated funds and investment advisers on a wide range of regulatory, transactional and compliance matters. He also counseled mutual fund boards and independent board members on regulatory and corporate governance related matters. Justin additionally handled matters relating to money market funds and was actively involved in advising clients on the SEC's July 2014 money market fund reforms.

Previous Work

Justin previously worked as an associate in the Financial Services Group of a prominent law firm. Justin also worked as a legal intern for Fox Cable Networks and NBC Universal.

During law school, Justin co-founded the USC Business Law Society and the USC Business Law Advisor, a student-run publication of advisory articles relevant to the intersection of business and law.

Publications, Presentations, and Recognitions

Justin's publications include:

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Co-author, "The evolution of digital media strategies in Major League sports and the legal issues they raise," *LawInSport*, January 7, 2019

In connection with Justin's pro-bono work for the Veterans Legal Institute, he recently received the following recognitions:

- U.S. House of Representatives – Certificate of Special Congressional Recognition, from

- Congresswoman Mimi Walters (CA-45), dated December 1, 2016;
- U.S. House of Representatives – Certificate of Congressional Recognition, from Congresswoman Loretta Sanchez (CA-46), dated December 1, 2016;
 - State of California Senate – Certificate of Recognition, from State Senator Janet Nguyen (CA-34), dated December 1, 2016;
 - The State Bar of California – Wiley W. Manuel Certificate, from Daniel J. Pasternak (President 2015-1016), dated June 2016; and
 - The State Bar of California – Wiley W. Manuel Certificate, from Craig Holden (President 2014-1015), dated April 2015.

Life Beyond the Law

Justin is a fan of the Malcolm Gladwell books and Dan Brown novels. He loves travelling and has visited various European cities.

Bar Admissions

California