

## Robert C. Seidel

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### Introduction

Bob has over 30 years of experience as a corporate finance attorney. His practice emphasizes emerging and growth companies and their need to be structured to meet the expectations of private equity, venture capital, potential acquirers or lenders.

Bob takes great pride in working with growing Northwest companies. From start-ups through the middle market, he offers a practical and thoughtful approach to strategic decisions, financing alternatives and exit opportunities. Because Bob has worked on both sides of the financing process and the M&A world, he has learned to quickly translate the needs of investors and strategic partners for management and entrepreneurs.

Bob counsels clients on all manner of corporate transactions, including sales of businesses through merger, stock sales and asset sales; and other strategic business relationships. He advises his clients on early stage financings, venture and private equity financings and other capital formation efforts. His clients view him as a member of their team. He works closely with many boards of directors, providing guidance on equity and cash compensation and various business matters.

### Experience & Results

- Represented Vehicle Agency, a mobile advertising company, in general corporate matters and its acquisition by CLX Communications, a CPaaS (Communication Platform as a Service) provider based in Sweden
- Represented Vera Whole Health, Inc., a Seattle-based health care company, in its Series D and Series D-1 preferred stock financings
- Represented Vera Whole Health, Inc., a Seattle-based health care company, in strategic financing / commercial relationship with Blue Cross of Kansas City and Universal Health Services
- Represented Livible Inc., a concierge storage company, in numerous rounds of convertible note financings and a Series A and Series A-1 preferred stock financing, with investors including Global Logistics Properties
- Represented Vimly Benefit Solutions, a Seattle-based health insurance technology company, in its Series A preferred stock financing
- Represented Theo Chocolate, a local premier chocolatier, in its Series C preferred stock financing
- Represented Seattle Hospitality Group in its investment in Kenmore Air

- Represented MTR Western, a Seattle-based charter bus and shuttle transportation company, in the purchase of Experience Oregon, one of the largest charter and tour coach companies in Oregon
- Represented Seattle Hospitality Group in the sale of MC&A, a Hawaii-based destination and event management specialist, to JTB, a Japanese public company
- Represented FileOnQ, Inc., in the acquisition of Foundrop, Inc.
- Represented Pacific Biomarkers Inc., a biomarker testing services provider, in its sale to NEOMED-LABS, a leading provider of clinical immunology laboratory services for biologics drug development. NEOMED-LABS is a portfolio company of Ampersand Capital Partners
- Represented Pacific Northwest Capital Group, a Pacific Northwest investment group focusing on home services, in the purchase of G&S Heating Cooling & Electrical, an air conditioning, heating, and electrical service company
- Represented Iden's Dealership Services, a provider of automotive detailing, reconditioning and protective services, in its sale to Pacific Northwest Capital Group, a Pacific Northwest investment group
- Assisted in the sale of The Robinson Company, a cost-estimating and construction management firm, to Rider Levett Bucknall, an international property and construction consultant
- Represented Axio Research, LLC, a provider of biostatistics and data management services, in its sale to Cytel, Inc., an analytical software and services provider
- Represented principals of Hightower Bellevue, a wealth management firm, in connection with their strategic relationship with Hightower, a network of financial planning, wealth management and investment service advisors
- Assisted in the sale of Loft 9 Consulting, a business management consultant, to Sia Partners, a leading international independent management and AI consulting firm
- Represented Elevat Inc., a cloud-based IoT software platform for industrial assets' life cycle management, in connection with and issuance of convertible debt financings
- Represented Ravenna Solutions, a Seattle-based provider of an enrollment and admissions management software program for K-12 private schools, in its sale to Education Brands, a national Tennessee-based private equity firm
- Represented SEFNCO, known for specializing in the design, construction and maintenance of modern communication networks and infrastructure for the public and private sector, in its sale to MasTec, an American multinational infrastructure and engineering and construction company
- Represented MediaPRO Holdings in the sale of a majority equity position to Frontier Capital
- Represented Society Consulting LLC, a business management consultant, in its sale to EY (Ernst & Young), one of the Big Four accounting firms
- Represented Columbia Nutritional Service, Inc., in connection with its sale to FV Capital, LLC
- Represented HP Innovations LLC in connection with the purchase of IDL Precision Machining, LLC
- Represented venture investor in connection with merger of portfolio company
- Represented WaveDivision Holdings management team in connection with sale of company
- Represented SNAPforSeniors, Inc., in connection with sale of business

- Represented GTO, LLC in connection with its purchase and financing of Meridian Transportation Resources and Oregon Coachways
- Represented Matrima, Inc., in connection with its sale to FriendFinder Networks, Inc., a publicly traded company
- Represented Commercial Sound, Inc., in connection with its sale to Downstream Partners, Inc.
- Represented Above The Met LLC in connection with a Series A financing
- Represented Nura Life Sciences in connection with a Series A financing
- Represented Evo Investment Fund, LLC in connection with raising funds and completing a Series B investment in Evo, Inc.
- Represented Perlego, Inc., in connection with convertible debt financings and a Series B financing
- Represented Rainier Software, Inc., in connection with a Series A financing
- Represented Spencer Vascular Diagnostic Services, Inc., in connection with sale to Swedish Health Services
- Represented VAS I, LLC in connection with financing and investment in D Square Energy Systems, Inc.
- Represented SH Worldwide LLC in connection with several business acquisitions, including Wellstream Events, Inc., and an investment in MC&A
- Represented 23TouchPoints, Inc., in connection with restructuring and spin-out of the technology assets of Virtuoso, Ltd.
- Represented Neural Audio, Inc., in its sale to DTS Digital Entertainment
- Represented Wireless Services Corp. (SinglePoint) in the sale of Series 1 Preferred Stock
- Represented owner of Northwest Laboratories, Inc., in connection with sale to Modern Dental Laboratory
- Represented Northwest Security Services in connection with sale to management team
- Represented investors in the Series 1 Preferred Stock financing by GoTV Networks Inc.
- Represented ownership in sale of Sammamish Valley Cycles to an investment group

## Education

- Dartmouth College (A.B., with Distinction, 1979)
- University of San Francisco (J.D., *magna cum laude*, 1985)

## Admissions

- Washington

## Honors & Recognition

- Ranked in Washington State by *Chambers USA* in the area of Corporate/M&A since 2014
- Listed in *The Best Lawyers in America*® in Corporate Law since 2012

- Listed in *The Best Lawyers in America*® in Mergers and Acquisitions Law since 2012
- Named on the Washington Super Lawyers list by *Super Lawyers*® Magazine since 2010
- Top Lawyer Award Recipient, *Seattle Magazine*
- Top Business Lawyer Award Recipient, *Seattle Business*
- Top Lawyer – Business/Commercial Award Recipient, *Seattle Metropolitan Magazine*