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**Related Practices & Industries**

Business  
Corporate, Securities and M&A

# SanMar Corporation \$75.5M Acquisition and Licensing Arrangement of OGIO Products

We represented SanMar Corporation — a strategic partner of OGIO International, Inc. — in the acquisition and ongoing licensing arrangement of OGIO products following its acquisition by Callaway Golf Company. The deal presented interesting challenges associated with the distribution of the Callaway brand in different business channels, but enhances Callaway's presence in golf and provides a platform for future growth in the lifestyle industry.