

Baker Hostetler attorney Steven H. Golberg advises Scripps in the \$175 million sale of United Media's licensing business to Iconix Brand Group

Steven H. Goldberg, a partner with Baker Hostetler and Co-Chairman of the firm's Transactions Practice Team, provided counsel to E.W. Scripps Company in its \$175 million all-cash sale of United Media Licensing to Iconix Brand Group, Inc.

As one of the largest independent licensing agencies in the world, United Media Licensing represents more than 1,250 licensees and United Media-licensed merchandise produces more than \$2 billion in annual retail sales, a majority of which is generated by products associated with the "Peanuts" comic strip, which Scripps brought to market in 1950.

Brand manager Iconix Brand Group, which engages in licensing and marketing for owned consumer brands, including Joe Boxer, Ocean Pacific/OP, Rocawear, Cannon and Starter, will add significant value to its portfolio with the addition of the "Peanuts" cartoon brand and related assets from Scripps, in a partnership with the heirs of the cartoon's creator, Charles M. Schulz.

Mr. Goldberg practices primarily in mergers and acquisitions, private equity, joint ventures, and strategic investments. He has provided counsel to numerous companies, both public and private, on U.S. and international transactional issues with respect to the unique questions that come up across a number of industries.

A detailed biography can be accessed by clicking [here](#).

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