Katten Represents Cubii in a Strategic Growth Investment from Gridiron Capital

October 7, 2020

Katten represented Cubii (Fitness Cubed, Inc.), a creator of innovative fitness equipment and approachable wellness solutions, in a strategic growth investment from Gridiron Capital, an investment firm focused on partnering with founders, entrepreneurs and management teams in the area of health and wellness.

Katten's team was led by Mergers and Acquisitions partner, Jeffrey Patt and Corporate associates Fabiola Valenzuela and Jonathan Taylor and Joshua Feiger, Transactional Tax Planning partner Valentina Famparska and associate Jeff Ng, Employee Benefits and Executive Compensation partner Andrew Skowronski and associate Peter Dalmasy, and Intellectual Property partner Sean Wooden and registered patent agent David Schalk.

The sale is expected to help Cubii grow by improving its brand, expanding its products, and increasing its team as the company's consumer base continues to expand.

Cubii, founded in 2014, has made wellness approachable by manufacturing and selling compact seated ellipticals and other fitness accessories for all ages, abilities and lifestyles. Its customers range from seniors who are interested in becoming more fit and healthy to those who engage in an active, healthy lifestyle.

Gridiron Capital is an investment firm that builds middle market companies into industry leaders in branded consumer, B2B and B2C services and industrial segments in the United States and Canada.

Read Cubii's press release about the sale here.

Read press coverage of the deal in *PE Hub*, *Chicago Business Journal* and *Crain's Chicago Business*.

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