

## Katten Helps Mediafly Raise \$25 million in Equity and Debt

February 1, 2021

Katten represented Mediafly, a sales-tech company that provides software that allows companies to make sales presentations more interactive by using video and PowerPoints, in raising \$25 million in equity and debt.

Katten's team included Chicago Entrepreneurial Ventures partner Jeffrey Patt and Corporate associates Fabiola Valenzuela and Gregory Branson, who provided counsel on the equity side, and Dallas Private Credit partner Erin England and London Private Credit associate Victoria Sinton, who offered guidance on the senior and subordinated debt financing. When the COVID-19 pandemic hit, Mediafly was initially negatively impacted and had to reduce its staff and cut salaries. But, in the past two quarters, the company has since soared thanks to its tech-heavy customer base and has been able to restore salaries, expecting to increase its staff by 30 people. In 2020, Katten also represented Mediafly in its acquisition of Presentify, a visual-technology company based in the United Kingdom that creates tools for annotating PowerPoints and building animated videos. Katten's team on the Presentify transaction included Chicago Entrepreneurial Ventures partner Jeffrey Patt and London Intellectual Property associate Sarah Simpson.

Katten has represented Mediafly since 2016 and has provided counsel on a variety of matters, including prior capital raises, corporate and intellectual property matters, and prior acquisitions in the United States and the United Kingdom. Katten attorneys who have represented Mediafly throughout the years include Chicago Corporate partner Tanya Curtis, London Transactional Tax Planning partner Charlotte Sallabank and London Corporate associate David Wood.

"Jeff Patt and Katten continue to be our legal partner, bringing the talent and dedication to orchestrate complex transactions with many parties and bring them all to a positive conclusion for all parties," said Mediafly's CEO, Carson Conant. "We look forward to collaborating with Katten again in the exciting times ahead for Mediafly."

[Sales-tech firm Mediafly raises \\$25 million.](#)

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