

Katten Represents KnowledgeHound in Acquisition By YouGov

January 12, 2024

Katten advised KnowledgeHound, a Chicago-based survey data management company, in its acquisition by YouGov, an international market research and data analytics group based in London.

KnowledgeHound, a software as a service (SaaS) platform, was founded in 2014 to connect structured data from disparate systems, enabling brands to maximize the impact of their consumer data.

Advising KnowledgeHound were Corporate Partner Jeffrey Patt and Associates Fabiola Valenzuela, Ryan Lilley, and Michael Tremeski; Employee Benefits and Executive Compensation Partner Andrew Skowronski and Associate Peter Dalmasy; Corporate Partner Tanya Curtis; and Transactional Tax Planning Partner Valentina Famparska and Associate James Blasland.

"YouGov acquires KnowledgeHound," YouGov, January 8, 2024

"YouGov acquires analytics company as US growth continues," *This Is Money*, January 8, 2024

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