



# Jeffrey Cronn

## PARTNER

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## LEGAL SERVICES

Mergers & Acquisitions

Business & Corporate

Corporate Governance

Corporate Finance & Transactions

Financial Services & Investment Management Law

## EDUCATION

J.D., *cum laude*, University of Michigan Law School, 1994

B.A., University of California, Berkeley, 1991  
Phi Beta Kappa

University of Stirling, Stirling, Scotland, 1989-1990

## BAR & COURT ADMISSIONS

Oregon State Bar

## AWARDS & RECOGNITION

### The Best Lawyers in America

2014-2021, Closely Held Companies & Family Business Law

2013-2021, Corporate Compliance Law

2014, Lawyer of the Year – Corporate Compliance Law, Portland

### Chambers USA: America's

#### Leading Lawyers

2015-2020, Corporate/M&A

### Portland Business Journal

2008, Forty Under 40

### Super Lawyers

2009, Oregon Rising Star – Mergers & Acquisitions

## PROFESSIONAL MEMBERSHIPS

American Bar Association

Multnomah Bar Association

Jeff's practice emphasizes mergers and acquisitions, and a range of corporate and business matters. He regularly counsels public, private, and nonprofit entities with respect to mergers and acquisitions, corporate governance, securities and financings, and other general corporate matters. He also regularly advises clients with regard to equity ownership disputes.

Jeff is known for his ability to combine technical skills, practical problem solving, and strategic business advice.

He has significant experience in the athletic footwear and apparel, professional services, food and beverage, financial services, technology, and manufacturing industries.

Representative clients include Nike, RVK, Inc., Opus Agency, Renaissance Custom Homes, ECO Northwest, Hood River Distillers, Air-Weigh, Portland-based law firms, James Beard Public Market, and M Financial Group.

Jeff is Co-Chair of the firm's Business Department, and is also an active member of the firm's Mergers & Acquisitions and Financial Services & Investment Management practice groups. He is the co-author of the financing chapter for *Advising Oregon Businesses*. He is a frequent speaker before industry and professional groups on M&A, finance, and corporate governance issues.

Jeff's interest in nonprofit organizations includes his service as a director and treasurer of Oregon Humanities and his leadership of and continued involvement with Marathon Scholars. He is a founding member of Marathon, which provides higher education scholarship opportunities to low-income students. He also serves on the Board of Oregon Humanities and assists the James Beard Public Market, Friends of William Stafford, and a number of other nonprofits in the Portland area.

## Representative Matters

Representation of Hood River Distillers in \$205 million sale of Pendleton Whisky brands to Cuervo.

Sale of industrial production facility to private equity buyer for \$135 million.

Representation of Opus Agency in connection with significant growth capital investment.

Representation of shareholder in multi-million dollar settlement of shareholder dispute.

Counsel to Board of Directors in corporate control dispute with respect to \$500 million business.

Representation of Nike in \$200 million sale of Nike Bauer Hockey to Kohlberg & Co.

## COMMUNITY INVOLVEMENT & ACTIVITIES

James Beard Public Market

Friends of William Stafford

Marathon Education Partners, Past Board Member and Past Chair

Oregon Humanities, Past Board Member and Past Treasurer

Oregon State Bar Legal Opinions Subcommittee, Past Chair

Oregon Secretary of State Working Group – Benefit Company Legislation, Past Member

Representation of Nike in \$60 million sale of Official Starter to Iconix Brands Group.

Oregon counsel for D & M Holdings U.S. in acquisition of Calrec Audio.

Representation of the buyer in its acquisition of the controlling interest in a Portland restaurant.

Oregon counsel for Kronos in its \$1.8 billion going private transaction.

Representation of Nike in its \$43 million purchase of Official Starter Properties and Official Starter from Jubilee LP and others.

Oregon corporate counsel to Enron Corp. during its reorganization.

Representation of companies and owners in resolution of corporate, limited liability company, and other business entity ownership disputes.

Representation of technology and other growth companies in seed and venture funding transactions.

## Presentations & Publications

Moderator, “PPP Loan Forgiveness: Now, Later, Never?” June 2020

Moderator, “PPP Loan Forgiveness: What Do We Do Now?” May 2020

“PPP Loan Certification Guidance – Should I Give the Money Back?” Tonkon Torp Legal Update, May 2020

“FAQ: COVID-19 Impact & Financial Resources for Businesses,” Tonkon Torp Legal Update, April 2020

Panelist, “Preparing to Thrive in the Recovery: Cash Flow, PPP Loans, and Alternative Capital,” April 2020

“Supplemental FAQ for SBA Loans under the CARES Act - Paycheck Protection Program,” Tonkon Torp Legal Update, April 2020

“FAQ for SBA Loans for Businesses under the CARES Act,” Tonkon Torp Legal Update, March 2020 “Exit Ahead: Transition Planning for Family-Owned Businesses,” Oregon Business Magazine, September 2019

“Inviting Outsiders In – Exploring the Value of Non-Family Board Members,” Austin Family Business Program, Oregon State University, March 2019

“Exit Stage Right – Understanding Your Family Business Exit Options,” Austin Family Business Program, Oregon State University, April 2018

“Oregon Benefit Companies – Greenwashing or a Real Change?” March 2018

“Business Transitions: Employee Purchase or Sale,” KeyBank, May 2017

“The Heart of the Deal: M&A Attorneys Reveal the Most Important Steps, Make 2017 Forecasts,” Portland Business Journal, April 2017

“Contract Drafting,” Lewis & Clark Law School, April 2017

“Thought Leader Forum – Succession Planning,” Portland Business Journal, June 2016

“Indemnity Provisions & Principles: Traps for the Unwary,” OSB Business Law Section, June 2016

“Legal Perspective on Business Transitions,” KeyBank, May 2016

“Insights into Indemnification Provisions,” Oregon State Bar, July 2015

“Oregon’s New Crowdfunding Rule,” OSB Securities Regulation Section, February 2015

