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## Gray, Gray & Gray News - Transaction Advisory Services

### Erik Jensen Joins Gray Strategic Partners, LLC as Managing Director



Gray Strategic Partners, LLC is pleased to announce that Erik Jensen has joined the firm as a Managing Director. Jensen will work with both public and private companies at all stages of development, on both the buy-side and sell-side of transactions. Jensen brings more than 30 years of successful investment banking experience to Gray Strategic Partners. He has advised clients in multiple industries on all aspects of M&A, joint ventures, corporate financing, private equity, and complex transactions.

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## Mergers & Acquisitions

### Trademark Due Diligence: A Mark of the Future



**When it comes** to structuring a successful M&A transaction, existing trademarks play an important role for both parties involved. Valuing trademarks and creating a strategic vision for them can lead to success down the line. This article provides some details of the importance of trademark due diligence.

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## Mergers & Acquisitions

### Equity Recap: An Optional Capital Infusion



**Equity recapitalization** is a potential way to raise capital and retain some control over your business while restructuring. However, the process is complex and contains certain risks. Read this article to learn more about equity recap and whether it might be a beneficial alternative to consider for your business.

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