

# Cassels



## Jake Bullen

Partner

### Contact Information

416 860 2953  
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### Office

Toronto

### Expertise

- Business
- High Growth & Venture Capital
- Information Technology & Data Privacy
- Mergers & Acquisitions
- Entertainment & Sports
- Private Equity

### Biography

Jason (Jake) Bullen serves as Co-Chair of the firm's Private Equity Group and is a partner in the Business Law Group at Cassels. Jake's practice focuses on mergers and acquisitions, financings, strategic advice, corporate re-organizations and complex commercial agreements, with a significant cross-border component. He advises private equity funds, large Canadian, US & international companies and emerging companies on corporate transactions (such as M&A and financings) and commercial agreements. Jake also provides strategic advice on matters such as multi-jurisdictional structuring and corporate governance. His clients include private equity funds, hedge funds, family offices, investment banks, athletes, artists and innovative providers of goods and services in retail, consumer goods, food & beverage, manufacturing and distribution, financial services, technology, FinTech, AI, waste management, real estate, sports, entertainment and cleantech/renewable energy.

Jake's experience includes representing:

- PerfectServe, a portfolio company owned by K1 Investment Management LLC, in its acquisition of SmartPager Systems Inc. d/b/a Telmediq
- Mucci Farms, a Canadian leader in greenhouse produce, in connection with an investment by NOVACAP
- The management of PRT Growing Services Ltd. In connection with an investment by TriWest Capital Partners
- A leading TSX-listed software company on the acquisition of a provider of digital financial services platforms to mobile operators in the Middle East, Africa and the Americas
- An advanced manufacturing company (with operations in Shanghai) in connection with a strategic transaction
- Armstrong World Industries in connection with the spin-off of Armstrong Flooring, Inc. (US\$1.2 billion of revenue)
- A Canadian retail chain with respect to corporate governance matters
- Canadian Tire Corporation, Limited in connection with the IPO of CT Real Estate Investment Trust

Well-regarded for his management of large deal teams and his ability

for advance deals to closing, Jake provides clients a seamless solution when multi-faceted transactions require expertise from other disciplines, such as consumer product safety, tax, employment and litigation. His significant in-house experience includes his appointment as interim Associate General Counsel of Canadian Tire and the completion of a secondment with Rogers Communications. Jake holds his Canadian Securities Course designation and has worked in the equity and derivatives division of a national investment firm.

## Achievements

- *Best Lawyers in Canada* (Leveraged Buyouts and Private Equity Law)
- *Canadian Legal Lexpert Directory* (Corporate Mid-Market)
- *IFLR1000* (M&A, Capital Markets)
- Legal Lean Sigma™, Yellow Belt
- *Lexpert Special Edition*, Technology
- Osgoode Hall, Negotiating and Drafting IT Agreements Certificate
- University of Toronto, Business Essentials for Lawyers Program
- *Who's Who Legal: Canada* (M&A and Governance; Sports & Entertainment; Sports & Gaming)
- *Who's Who Legal: Sports & Entertainment* (Sports)
- *Who's Who Legal: Thought Leaders* (Sports)

## Client Commentary

- “Client-centered, responsive, knowledgeable and consistently dependable.” – *Client Testimonial*
- “A favourite lawyer... Jake is aggressive and gets the job done.” – *Client Testimonial*
- “Amazing lawyer, leader and negotiator. Positive attitude, win win driven.” – *Client Testimonial*
- “Smart and well-versed ... a sounding board to discuss ideas with [and] a team player. He brings in other lawyers from the firm if they can add value [and as] a supporter of our business, always introduces us to people if he feels we can add value to them. This is a rare thing ... Jake is the next generation of lawyers.” – *Client Testimonial*
- “Absolutely tirelessly committed to this engagement with a firm

grip on the issues, both known and unknown, as well as the points important to the ... partners, and unconditionally resolute in a demanding and sometimes challenging expedition to a successful close.” – *Client Testimonial*

## Recent Representative Work

- TPG Global Acquires Leading Sound Stage Owner Cinespace
- Fulcrum Capital Partners Invests in Creative Outdoor Advertising
- Cassels Represents Carson Air in its Sale to Exchange Income Corporation
- Georgetown Solar and Westbridge Complete Business Combination
- FAX Capital Closes Acquisition of Carson Dunlop

## Insights

- Private Equity Outlook 2022: What Lies Ahead
- Cassels Academy 2021 (Cassels Webinar)
- Regulatory Affairs: Best Practices for Working with Counsel on Corporate Renewable Energy Deals

## Pro Bono & Community Involvement

- Bahamas Youth Foundation – Canada, Former Member, Organizing Committee of AIDSBeat
- Special Olympics Canada, Board of Directors, Finance, Risk & Audit Committee and Recruitment Task Forces
- Toronto Lords Basketball Association, Former Member, Advisory Committee

## Education / Bar Admissions

- LL.B., Western University, 1997
- B.A. (Hons), McGill University, 1993
  
- Ontario, 1999

## Associations

- American Bar Association, M&A, Private Equity & Venture Capital, and International Business Law Committees
- Association for Corporate Growth

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- Canadian Venture Capital & Private Equity Association
- Canadian Bar Association
- Law Society of Ontario, Business Law Advisory Working Group
- Ontario Bar Association
- Sports Lawyers Association