

# BLANKROME

Shaun J. Bockert | Partner  
Corporate

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Shaun Bockert concentrates his practice on business and transactional matters, with a focus on:

- **Mergers and Acquisitions**—private equity and venture capital investments, mergers, acquisitions, divestitures, asset spin-offs, and other strategic and business sale transactions
- **Technology Transactions**—licensing, research, development, manufacturing, supply, collaboration, procurement, and distribution agreements and other commercial transactions
- **Media and Digital Marketing**—data collection, processing, and security programs, social media campaigns, content rights and publishing deals, affiliate marketing agreements, publicity rights and endorsements, and other marketing and promotional arrangements

He has experience serving a broad spectrum of clients, including funds and institutional investors, and publicly traded and private companies, as well as entrepreneurs, start-ups, and other emerging businesses.

Before joining Blank Rome, Shaun was a fellow in the intellectual property division of the Philadelphia Law Department.

## Outside The Firm

Shaun is co-chair of the Advisory Council of Mural Arts Philadelphia.

## Select Engagements

- **La Colombe**, an independent, high-growth, super premium coffee company that serves consumers across multiple channels, including retail, cafes, foodservice, and direct-to-consumer, in numerous transactions, including (i) a long-term sales and distribution agreement for La Colombe's ready-to-drink coffee and a long-term licensing, manufacturing and distribution agreement with a large strategic investor; and (ii) multiple equity investments and the ultimate sale of the company.
- **OptimizeRx**, a leading provider of healthcare technology solutions, in multiple transactions, including its acquisition of Medicx Health, a leading healthcare consumer-focused omnichannel marketing and analytics company.
- **Next Technik**, a global provider of field service management technology solutions, in its sale to Oracle.
- **QUODD**, a comprehensive market data-on-demand provider for the global financial services industry, in numerous transactions, including its acquisition of Xignite, a leading provider of market data API solutions to brokers, wealth managers, and the tech firms who serve them.
- **Phoenix Marketing**, one of the world's top marketing and research consulting organizations, in connection with its merger with MarketCast, a research and analytics firm and portfolio company of Kohlberg & Company, pursuant to which MarketCast acquired 100 percent of the issued and outstanding equity interests of the company.

## Admissions

- Pennsylvania

## Education

- James Madison University, BA, cum laude
- University of Virginia School of Law, JD
- Virginia Polytechnic Institute and State University, MA

## Recognitions

2023–2025, Ones to Watch, Technology Law, listed in *Best Lawyers in America*©