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Troutman Pepper Assists OrderMyGear in Acquisition of BrightStores

Platform Becomes Leading Online Store Provider for Group Commerce

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NEW YORK – Troutman Pepper client [OrderMyGear](#) (OMG), a leading online store platform for selling custom branded merchandise to groups, has acquired BrightStores, a top provider of online company stores for promotional product distributors. [Read a company press release about the transaction.](#)

The partnership brings together two market leading technology platforms in the team sporting goods and promotional products spaces. Together, the combined solutions will provide best-in-class technology designed specifically to meet the needs of promotional product distributors, apparel decorators, and team dealers as they grow their business online.

OMG is an industry-leading sales tool, empowering distributors, decorators, and dealers to create sleek, retail-like online stores for every customer – big or small. Since 2008, OMG has been on a mission to simplify the process of selling branded products and apparel to groups and improve the ordering experience.

Troutman Pepper's [Matthew Greenberg](#), [Taylor Bartholomew](#), [Michael Byrne](#), [Reid Oetting](#), and [Carmen Williams](#) advised OMG in the acquisition. OMG is a portfolio company of firm client Susquehanna Growth Equity.

Consistently recognized as a top-tier national practice, Troutman Pepper's corporate attorneys regularly handle multimillion- and multibillion-dollar transactions. Core areas of service include capital markets transactions and other significant domestic and cross-border transactions, mergers and acquisitions, corporate governance, securities laws compliance, and corporate finance. The firm has particular expertise in the private equity and private fund services space, advising clients on matters from fund formation to investments and exit transactions.

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