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# Troutman Pepper Counsels L2 Capital in Strategic Investment in The iFranchise Group and TopFire Media

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**PRINCETON, N.J.** – Troutman Pepper counseled L2 Capital, a boutique lower middle market private equity firm, in its strategic investment in The iFranchise Group and TopFire Media. [Read a company press release about the investment.](#)

L2 Capital specializes in making controlling investments in a diverse range of family and founder-built companies with demonstrated market leadership and unlocked potential for growth. iFranchise, the market leader in franchise consulting, provides strategic consulting services to emerging and established franchise concepts. TopFire Media is a leading, full-service digital marketing and public relations firm that primarily serves the franchising industry.

The multidisciplinary team advising L2 Capital was led by [Donald Readlinger](#), [Bruce K. Fenton](#), and [Brandon Raphael](#) and included attorneys [Joshua Gelfand](#) (Tax & Benefits), [Howard Goldberg](#) (Tax & Benefits), [Raffaele Cicala](#), [Brianna Hourihan](#) (Tax & Benefits), [Moses Tincher](#) (Labor & Employment), and [Monica Vu](#).

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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