



Bernard H. Coleman, Jr.

Profile

Bernard Coleman is a Member in Womble Carlyle's Corporate and Securities Practice Group and leads the firm's Sports and Entertainment Practice in Atlanta.

Corporate and Securities Group

As a Member of Womble Carlyle's Corporate and Securities Group, Bernard serves as legal counsel to entrepreneurs and fast-growth middle market companies in a variety of industries including, manufacturing and distribution, technology, franchising, personal care, staffing, hospitality, and entertainment.

Bernard's experience covers every aspect of organizing, financing, growing, acquiring and selling a business, including, corporate finance (seed and venture capital and debt financing), complex local, state and federal regulatory issues and corporate governance matters.

Bernard's corporate and securities experience includes the following:

- Mergers, acquisitions and stock swaps for middle market and Fortune 1000 companies
- Counseling of start-ups and early stage companies on organization, raising capital, business plans and growth strategies
- Complex debt financing
- Venture capital investments in fast-growth emerging companies
- Non-profit entity formation, organization and regulation
- Prospectuses, offering memoranda and proxy statements
- Strategic alliances and joint ventures
- International business transactions
- Franchise agreements, financing, disclosure documents and regulatory matters

Sports and Entertainment Group

As head of Womble Carlyle's Sports and Entertainment Group in Atlanta, Bernard serves as legal counsel to professional athletes, entertainers, and entertainment companies in all aspects of the sports and entertainment business.

Bernard utilizes his extensive business experience to counsel professional athletes and entertainers in various business deals to help them make money and develop their brands beyond their sports and entertainment careers. As the creator of "*10 Laws of Success for Professional Athletes: How Not to Go Broke!*," Bernard counsels current and former professional athletes (including sports legends) on how to convert their celebrity and relationships into profitable business ventures to create multi-generational wealth for their families.

Areas of Practice

*Corporate /
Mergers &
Acquisitions/
Corporate Finance/
Sports &
Entertainment/
Corporate Technology/
Emerging Companies/
Securities/
Exempt Organizations/
Franchising*

Contact Information

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Bernard's sports and entertainment experience includes the following:

- Product endorsement deal origination and negotiation
- Music, film and entertainment venture structuring and financing
- Brand development and marketing strategies
- Production company organization and agreement negotiation
- Film financing and securities law compliance
- Reality television show development and contract negotiation
- Television commercial contracts
- Evaluating, negotiating and structuring investment opportunities
- Joint ventures and strategic partnerships
- Independent record company organization and contracts
- Music, film and television content distribution
- Tax incentives for entertainment projects produced in Georgia

Bernard is focused on providing superior service to clients and leveraging the expertise of our firm to efficiently and proactively achieve business goals and objectives for clients.

Recent Transactions – Corporate and Securities

- Representation of healthcare technology company in acquisition of domestic and international divisions for \$20,000,000
- Representation of life settlement entrepreneurs in equity sale for \$40,000,000
- Representation of a publicly-traded manufacturing company in sale of joint venture interest for \$62,000,000.
- Representation of publicly-traded manufacturing company in sale of business unit for \$20,000,000.
- Representation of fast growth technology company in securing \$12,125,000 in venture capital financing.
- Representation of healthcare company in sale of all its issued and outstanding capital stock for \$30,000,000.
- Representation of medical technology company in securing \$20,000,000 in venture capital financing.
- Representation of restaurant entrepreneur in securing \$1,000,000 in private placement offering to facilitate new restaurant opening.

Recent Transactions – Sports and Entertainment

- Representation of professional athlete in securing video game participation with EA Sports
- Representation of professional athlete in negotiation of national endorsement deal with major shoe manufacturer
- Representation of professional athlete in television commercial for a major fast food chain

- Representation of former NBA basketball legend with organization of companies and in securing the development rights for oil sands extraction technology
- Representation of production company in development and structuring of film documentary
- Representation of restaurant owner in a sale to basketball player who plays for the Atlanta Hawks
- Representation of television producer in legal aspects of development of a television sitcom
- Representation of acclaimed actor in contract negotiations and career development matters
- Representation of television show producer in raising capital for television show development

Professional Activities

Bar Associations: State Bar of Georgia; Atlanta Bar Association.
Admitted to bar 1996, Georgia.

Education

B.A., *cum laude* in General Studies, 1993, Harvard University; American University in Cairo, Egypt, Spring 1992 Study Abroad Program; J.D., 1996, University of Virginia, Editorial Board, *The Virginia Law Review*, 1994-96.

Honors and Affiliations

- Board of Directors, Digitainment Georgia, Inc.
- Advisory Board, Peachtree Village International Film Festival
- Board of Directors, Technology Association of Georgia, Entertainment Society
- Board of Directors, Georgia Entertainment Association, Inc.
- Host Committee, Southern Television Film and Television Summit
- Board of Directors, Playmaker Foundation, Inc. (Founded by Atlanta Falcons Wide Receiver, Roddy White)
- Board of Directors, The Dominique Wilkins Foundation, Inc.
- Grassroot Taskforce, Atlanta Film Festival
- Member, Corporate Leadership Council for the Fernbank Museum of Natural History
- *Trendsetters Magazine*, "Championship Caliber" Magazine Feature
- *Atlanta Magazine* - Georgia Super Lawyer Rising Star (2006 and 2009)
- *Atlanta Business Chronicle*, Dealmakers (March 14, 2008)
- *Atlanta Business Chronicle*, "Top 40 Under 40" Business Leaders in Atlanta (November 2010)