



Matthew Klahre

Associate

Philadelphia

mklahre@cozen.com | (215) 665-2162

Matt focuses his practice on technology, strategic outsourcing, and data privacy, where he advises clients on technology transactions, outsourcing transactions, data privacy and security compliance (FTC, GDPR, FFIEC, and the New York DFS Cybersecurity Regulation), and transactions in the digital advertising ecosystem. He drafts, reviews, and negotiates a wide variety of contracts, including software as a service (SaaS) and software licensing agreements, managed services agreements, software and technology development agreements, privacy policies and online terms of service, lead generation agreements, digital performance marketing agreements, and data licensing agreements. Matt also counsels clients on open source software (OSS) licensing and intellectual property protection and infringement matters, including digital copyright fair use.

Matt earned his bachelor's degree from Drexel University. Matt earned his law degree, *summa cum laude*, from Drexel University Thomas R. Kline School of Law with a concentration in intellectual property law. While in law school, he was the executive editor of articles for the *Drexel Law Review* and participated in the Entrepreneurial Law Clinic advising startup clients on technology and intellectual property matters. More recently, Matt also presented a workshop on open source licensing at Philly Tech Week 2016.

Experience

Represented a financial sponsor in its platform acquisition of a meal delivery company providing meals to Medicare waiver recipients and other eligible populations.

Represented Utz Quality Foods, LLC (NYSE: UTZ) and certain of its affiliates in the \$167.5 million sale of certain assets and brands to Our Home™, an operating company of Better-for-You brands that includes Real Food From the Ground Up®, Popchips®, and Food Should Taste Good® (Our Home). Under the agreement, affiliates of Our Home purchased the Good Health® and R.W. Garcia® brands (including the entities that owned such brands); the Lincolnton, NC, and Lititz, Pa., manufacturing facilities; and certain related assets.

Represented an AI developer in structuring and negotiating its customer contracts and mitigating potential risks associated with algorithmic bias.

Represented an international provider of enterprise data software for compliance-related uses in an IT outsourcing transaction with an international network of public accounting, tax, consulting, and business advisory firms.

Represented Utz Brands, Inc. (NYSE:UTZ) in its \$56 million acquisition of R.W. Garcia Holdings, LLC and certain real estate owned by a related entity. R.W. Garcia Holdings, LLC is a maker of Better-For-You tortilla chips, crackers, and corn chips. The acquisition included manufacturing facilities in Nevada and North Carolina.

Represented Stuzo, LLC, a digital commerce payments and cross-channel customer loyalty technology company, in its sale to an affiliate of Longshore Capital Partners, a middle-market private equity investment firm.

Practice Areas

- Artificial Intelligence
- IP Transactions & Licensing
- Privacy Litigation – Emerging Trends
- Technology, Privacy & Data Security

Industry Sectors

- Software

Education

- Drexel University Thomas R. Kline School of Law, J.D., *summa cum laude*, 2016
- Drexel University, B.S., 2013

Bar Admissions

- New Jersey
- Pennsylvania

Awards & Honors

- Rising Stars, Pennsylvania Super Lawyers, 2023-2024
** This award is conferred by Super Lawyers. A description of the selection methodology can be found here. No aspect of this advertisement has been approved by the Supreme Court of New Jersey.*

Matthew Klahre

mklahre@cozen.com

P: (215) 665-2162 | F: (215) 372-2405

©2024 Cozen O'Connor. All rights reserved.



Represented Hydrofarm Holdings Group, Inc. (NASDAQ: HYFM), a leading hydroponic equipment and supplies manufacturer, in its \$78 million acquisition of all of the membership interests of Field 16, LLC, a manufacturer and distributor of plant nutrients under the Heavy 16 brand, as well as in its acquisition of House & Garden, Inc., Humboldt Wholesale, Inc., Allied Imports & Logistics, Inc., and South Coast Horticultural Supply, Inc. (collectively House & Garden), for \$125 million. House & Garden manufactures and distributes plant nutrients under the House & Garden and Mad Farmer brands.

Represented Utz Brands, Inc. (NYSE:UTZ), a leading supplier of salty snacks, in its \$480 million acquisition from Insignia Capital Group, a private equity firm, of Truco Enterprises, LP and from OTB Acquisition LLC of the ON THE BORDER® trademarks for the manufacture, sale, and distribution of snack food products in the United States and certain other international markets. Truco is a leading seller of tortilla chips, salsa, and queso under the ON THE BORDER® brand.

Represented the owners in the sale of more than 25 franchises in eastern Pennsylvania and New Jersey, and exclusive territorial rights, to a growing franchisee. The owners sold the business operations only, with the franchisee continuing to lease many of the restaurants from the sellers.