

# Bradley J. Pierson

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Antitrust/Competition



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## Education

J.D., University of Virginia  
School of Law, 2017

B.A., Purdue University, 2014

B.S., Purdue University, 2014

## Bar Admissions

New York

District of Columbia

Brad Pierson counsels clients in connection with the antitrust aspects of mergers and acquisitions, litigation and advisory matters. His representations span a diverse range of industries, including technology, telecommunications, consumer goods, agriculture, manufacturing, insurance and travel.

Mr. Pierson has represented clients before the U.S. Department of Justice (DOJ) and the Federal Trade Commission (FTC) in numerous high-profile transactions. Some of his significant representations include:

- Netflix in its proposed acquisition of Warner Bros. following the pending separation of Discovery Global for a total enterprise value of \$82.7 billion (equity value of \$72 billion)
- Allegiant in its pending \$1.5 billion acquisition of Sun Country Airlines
- ANSYS Inc. in its \$35 billion acquisition by Synopsys Inc.
- Activision Blizzard Inc. in its \$75 billion acquisition by Microsoft Corporation, including a successful defense against the FTC's challenge to the merger in federal court
- Sprint Corporation in its \$59 billion combination with T-Mobile US, Inc., including a successful defense against a challenge to the merger brought by 13 states and the District of Columbia in federal court
- JDE Peet's N.V. in its proposed \$19 billion acquisition by Keurig Dr. Pepper Inc.
- Intelsat S.A. in its \$3.1 billion sale to SES S.A.
- Steelcase, Inc. in its \$2.2 billion acquisition by HNI Corporation
- S&P Global in its acquisition of Visible Alpha
- Willis Towers Watson in its proposed (but terminated) \$80 billion combination with Aon plc
- CME Group Inc. in its joint venture with IHS Markit Ltd. to combine their post-trade services
- Esterline Technologies Corporation in its \$4 billion acquisition by TransDigm Group Inc.
- Pinnacle Entertainment Inc. in its \$2.8 billion acquisition by Penn National Gaming Inc.

In addition, Mr. Pierson has represented clients in government investigations arising from a variety of alleged antitrust violations, including in matters involving one of the world's largest technology companies. He also advises clients on joint ventures, competitor collaborations, unilateral conduct, and pricing and distribution issues. In recognition of his work, Mr. Pierson has been repeatedly named one of *Best Lawyers' Ones To Watch* in America.