

Proskauer Advises Race Roster in its Sale to ASICS

November 4, 2019

November 4, 2019 (New York) – International law firm Proskauer represented Race Roster in its sale to an affiliate of ASICS Corporation.

Race Roster is one of the world’s leading providers of technology in the running event industry, and helps millions of athletes discover and register for events, while providing event organizers with a robust CRM tool for tracking participant data, marketing campaigns and event revenue.

ASICS Corporation is a leading designer and manufacturer of performance athletic footwear, apparel and accessories, and will include Race Roster in ASICS Digital’s portfolio of consumer-focused running platforms.

The Proskauer team included partner Simon Sharpe and associates Bryan Nance (Private Equity and Mergers & Acquisitions) and Laura Goldsmith (Privacy & Cybersecurity).

[Related Professionals](#)

- **Simon J. Sharpe**
Partner
- **Laura E. Goldsmith**
Partner