Proskauer

Proskauer Represents Bed, Bath & Beyond in Agreement to Sell PersonalizationMall.com

February 18, 2020

February 18, 2020 (New York) – International law firm Proskauer advised Bed Bath & Beyond Inc. (Nasdaq: BBBY) in its entry into a definitive agreement to sell its PersonalizationMall.com business to 1-800-FLOWERS.COM, Inc. for $252 million, subject to certain working capital and other adjustments.

Following the closing of the transaction, PersonalizationMall.com will continue to provide PersonalizationMall.com products and personalization services to Bed Bath & Beyond and buybuy BABY on their respective websites.

Bed Bath & Beyond Inc. is an omnichannel retailer that is the trusted expert for the home and heart-felt life events. The company sells a wide assortment of domestics merchandise and home furnishings.

The Proskauer team was led by partner Michael Ellis (M&A) and included associates Jennifer Wong, Brittany Perskin and Jillian Ruben (M&A), partners Alan Parnes (Tax), Andrea Rattner (Employee Benefits), Andy Bettwy (Finance) and Daryn Grossman (Intellectual Property), and senior counsel Aliza Cinamon (Environmental) and John Ingrassia (Antitrust).

Related Professionals

- **Michael E. Ellis**
  Partner
- **Andrea S. Rattner**
  Partner
- **Daryn A. Grossman**
  Partner
- **Aliza R. Cinamon**

Partner

- **John R. Ingrassia**
  Partner