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Proskauer Advises Zello on Acquisition of Cinelease

August 5, 2025

LOS ANGELES, August 5, 2025 – Proskauer advised Zello, a private investment platform focused on scaling exceptional businesses in the broader entertainment industry, on its acquisition of Cinelease, a market leader in lighting and grip rentals, from Herc Rentals (NYSE: HRI).

The transaction marks a defining move in Zello's strategy to support the infrastructure behind content creation and power the future of global film and television production. Under Zello's ownership, Cinelease will continue to be led by industry veterans Mark Lamberton, Chris Rogers and Gannon Murphy and will operate as a standalone, privately held company backed by Zello's experienced team.

With decades of operational expertise across studio management, equipment logistics and production infrastructure, Zello will support Cinelease in deepening its market presence while remaining aligned with the needs of filmmakers and crews. This transition positions Cinelease for disciplined expansion and reinforces its commitment to delivering world-class lighting, grip and studio solutions.

The Proskauer team was led by partner Ben Orlanski (M&A) and partner Philip Kaminski (Finance). It also included associates Stephanie Kim, Jacob Weinberg, Courtney Kim, John Campanella and Kathie Duperval (M&A); partner Steve Weise, special counsel Susan Goldfarb and associates Gloria Kim, Bradley Waldstreicher and Brenna Keane (Finance); partner Rob Shmalo and associates William West and Delfina Corti Maderna (Real Estate); partner Wai Choy and associate Caroline Rimmer (Intellectual Property); partner Robert Friedman and associate Rita Halabi (Tax); partner Aliza Cinamon (Environmental); partner Colleen Hart, senior counsel Katrine Magas and associate Heather Monte (Compensation & Benefits); partner John Ingrassia and associates Timothy Burroughs and Shannon McGowan (Antitrust); partner Nathan Lander (Insurance); and partner Cary Robbins and associate Sabrina Schloss (Private Client Services).

About Proskauer

The world’s leading organizations and global players choose Proskauer to represent them when they need it the most. With 800+ lawyers in key financial centers around the world, we are highly regarded for our expertise combined with our pragmatic and commercial approach. Proskauer is the place to turn when a matter is complex, innovative and game-changing. We work seamlessly across practices, industries and jurisdictions with asset managers, private equity and venture capital firms, Fortune 500 and FTSE companies, major sports leagues, entertainment industry legends and other industry-redefining companies.

Our premier M&A practice is distinguished by the combination of our transactional strength and deep sector knowledge. We are a destination firm for large-cap and middle-market deals with extensive expertise in the structural, cultural and procedural issues that are often at the center of complex, cross-border transactions. From London to New York, Paris to Los Angeles and across the globe, organizations turn to our lawyers for their most significant and transformative transactions. Our multi-disciplinary team offers actionable insights, sophisticated strategies and creative solutions that drive commercial success for our clients.

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