Proskauer

Proskauer Advises Talon on Acquisition of PJX Media

July 14, 2026

NEW YORK, July 14, 2026 – Proskauer advised Talon, the world's leading independent Out of Home (OOH) agency, on its acquisition of OOH specialist PJX Media, marking a significant step in its continued investment in the US market.

The deal combines two highly complementary businesses at a time of growing opportunity in the US OOH sector. Together, Talon and PJX create the largest independent OOH specialist in the US, giving clients access to broader capabilities, deeper expertise, and a stronger platform for future growth.

The Proskauer team was led by partners Chris Ahn (Private Equity/M&A) and Wai Choy (Co-Head, Technology, Media & Telecommunications) and associate Anna Sykes (Private Equity/M&A), and included associates Yasmine Jebeli and Donya Aframian (Private Equity/M&A); associates Meredith Lipson and Julia Jansen (Technology, Media & Telecommunications); senior counsel Katrine Magas and associate Nicole Arslanian (Compensation & Benefits); partner Aaron Lee, senior counsel Bowon Koh and associate Jacqueline Watson (Tax); and partner Nathan Lander (Insurance).

About Proskauer

Proskauer is an elite global law firm with more than 900 lawyers in key financial centers in the United States, Europe, South America, and Asia. Our clients include many of the world's leading businesses, including asset managers, banks, listed corporations, and private companies. We have deep expertise in several of the fastest-growing and dynamic segments of the market, including sports, technology, life sciences, and health care. We represent hundreds of asset managers across a wide spectrum of sectors and strategies, including private equity, private credit, hedge, real assets, secondaries, and capital solutions.

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.

Related Professionals

- **Christopher D. Ahn**
  Partner
- **Wai L. Choy**
  Partner
- **Anna Sykes**
  Law Clerk
- **Yasmine Jebeli**
  Associate
- **Meredith Lipson**
  Associate
- **Julia Jansen**
  Associate
- **Nicole Arslanian**
  Associate
- **Muhyung (Aaron) Lee**
  Partner
- **Bowon Koh**
  Senior Counsel
- **Jacqueline Watson**
  Associate
- **Nathan R. Lander**
  Partner