

Miller & Martin Represents EMERGE Commerce Ltd. in the Sale of BattlBox, LLC To Battlbrands Holdings, Inc.

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Miller & Martin represented EMERGE Commerce Ltd. (“EMERGE”), in the sale of BattlBox LLC (“BattlBox”) to Battlbrands Holdings, Inc. EMERGE originally acquired BattlBox Group in October 2021, which included both the BattlBox and Carnivore Club brands. Carnivore Club is not included in the transaction and will remain an EMERGE brand. EMERGE is a leading acquirer and operator of direct-to-consumer e-commerce brands. BattlBox, is headquartered in Atlanta, Georgia, U.S.A.

The Miller & Martin legal team included **Joe DeLisle**, **Tom Schramkowski**, **Jimmy Daniel**, **Joe Helm**, **Stephen Kabakoff**, **Clay Walts**, and **Baoyi Cai**.

For more information, please click [here](#).