

Sheppard Mullin Represents Cameo In \$100 Million Financing Round, Now Valued At More Than \$1 Billion

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Sheppard, Mullin, Richter & Hampton LLP represented Cameo, the leading digital platform connecting fans directly with their favorite pop culture icons via personalized video messages, live calls and direct messages, in a \$100 million Series C financing round. Led by the global investment firm e.ventures, the round also included a host of strategic investors, including GV (formerly Google Ventures), and Amazon's Alexa Fund; growth investors, including SoftBank Vision Fund II, Valor Equity Partners, and Counterpoint Global (Morgan Stanley); and a number of Cameo talent investors, including legendary skateboarder and entrepreneur Tony Hawk. Cameo's existing investors - Lightspeed, Kleiner Perkins, Spark Capital, The Chernin Group, and Origin Ventures - also participated. With this funding round, Cameo is now valued at more than \$1 billion.

The Sheppard Mullin team, led by partner Daniel Belzer, included associates Ryan Buffkin, Winnie Weil and Joe McClenny with support from partners Michael Umansky, Fatema Merchant and Shawn Fabian.

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