

Axinn Represents Stanley Black & Decker in its Purchase of the Craftsman Brand from Sears Holdings

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ATTORNEYS

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PRACTICE AREAS

Antitrust

Axinn is antitrust counsel to Stanley Black & Decker, an S&P 500 global diversified industrial company, in its purchase of the Craftsman brand from Sears Holdings. The transaction provides Stanley Black & Decker with the rights to develop, manufacture and sell Craftsman-branded products in non-Sears Holdings retail, industrial and online sales channels, which currently represent 10% of Craftsman sales. Sears Holdings is to continue developing, sourcing and selling Craftsman in all Sears Holdings retail channels under a perpetual license agreement, which currently comprise 90% of Craftsman sales.

The Axinn team is led by John Harkrider, Michael Keeley and Russell Steinthal, assisted by Jeny Maier, and Michael O'Mara.

<https://www.bloomberg.com/news/articles/2017-01-05/stanley-to-buy-craftsman-brand-from-sears-for-about-900-million>