

Automattic Inc. Acquisition of Parse.ly

Client News

February 7, 2021

Gunderson Dettmer represented client Automattic Inc., the parent company of web publishing platform WordPress.com, in its acquisition of Parse.ly.

In the [announcement of the transaction](#), CEO of WordPress VIP Nick Gernert said, “Our vision for this is to make our publishing software ubiquitous on the web. That’s exactly how Parse.ly is built. It’s very user centric.”

The Gunderson deal team was led by Matthew Smallcomb and included Andrew Luh, Ryan Purcell, Aaron Fiske, Jaime Narayan, Natalie Pierce, Brad Brown, Melissa Brekke, Alan Sadler and Neal Rooney.

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