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Spencer Fane Represents Pattern in Strategic Acquisition of ROI Hunter

A Spencer Fane team, led by corporate/M&A partner [Spencer Topham](#), served as legal counsel to Pattern Group Inc. in its acquisition of ROI Hunter a.s., a performance-driven retail media platform.

Spencer was supported in the transaction by corporate associates [Hailey Winn](#) and [Leah Creathorn](#), as well as tax attorney [Crystal Howard](#). The team worked alongside Czech co-counsel NIRRI s.r.o. and Brazilian co-counsel Gasparini, Barbosa e Freire to facilitate the cross-border elements of the deal.

The acquisition strengthens Pattern's position as a global leader in e-commerce acceleration. By integrating ROI Hunter, Pattern absorbs a platform that manages over \$1.8 billion in media annually. This strategic move unlocks new AI-driven advertising capabilities for Pattern, enabling margin-informed, SKU-level advertising decisions across major "walled-garden" platforms, including Google, Meta, and Snap.

This transaction underscores the capabilities of the Spencer Fane Corporate and M&A Practice Group. The firm routinely advises public and private companies on complex acquisitions, divestitures, and joint ventures, helping clients achieve their strategic growth objectives while managing legal risk in a global marketplace.