

Preston B. Coughlin

SHAREHOLDER

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Preston leads complex business transactions for major companies across diverse industries, including sports, technology, professional services and supply chain. He serves as a trusted legal advisor to executives, boards of directors and in-house counsel, delivering practical guidance that supports strategic objectives. His practice focuses on mergers and acquisitions, commercial transactions and venture formations and financings.

Mergers and Acquisitions

Preston advises buyers and sellers on private mergers, acquisitions and restructurings, with a particular focus on transactions in the \$10 million to \$150 million range. He leads deals from initial structuring through due diligence, negotiations and closing.

Recent experience includes leading multiple acquisitions and restructurings for a national real estate development firm, advising a national architecture firm on strategic acquisitions across the United States and representing a national engineering firm in corporate restructurings and subsidiary formation.

Commercial Transactions

Preston has significant experience in drafting and negotiating high-stakes commercial contracts. His practice includes domestic and cross-border transactions involving:

- **Supply Chain:** manufacturing, distribution, e-commerce, battle of the forms, equipment leasing, logistics, warehousing, sales representatives and consignments.
- **Services:** product development, consulting, advertising, event management, concessions, audiovisual production and other services.
- **Technology Licenses:** cloud services, on-premise software, beta trials, distribution, trademark and content licenses, product commercialization, website terms and outsourcing.
- **Sports & Entertainment:** sponsorships, venue naming rights, ticket platforms, concerts, celebrity endorsements, influencers, facility licenses (arenas, stadiums and hotels) and media contracts.

Recent experience includes representing an NFL team in over 400 commercial contracts,

Capabilities

- Commercial Contracts & Transactions
- Technology Transactions
- Corporate & Transactional
- Sports & Entertainment
- Mergers, Acquisitions & Divestitures

negotiating more than \$100 million in technology licenses for a major hospital system and negotiating key procurement contracts for a publicly traded utility company.

Venture Formations and Financings

Preston represents a variety of high-growth startups throughout their lifecycle, providing guidance on entity formation, corporate governance, capital raises, employment matters and intellectual property protection. He also regularly forms LLCs for joint ventures and businesses seeking to grow organically without raising outside capital.

Recent experience includes advising a consumer-products company on corporate formation and a multi-million-dollar seed round, representing a medical device company in its seed and series A rounds and forming a multi-member LLC for a new technology joint venture.

Education

- University of Missouri-Kansas City School of Law (J.D., *cum laude*, 2015)
 - Business and Entrepreneurship Law Emphasis
- University of Missouri-Kansas City Bloch School of Business (M.B.A., 2015)
- University of Missouri-Kansas City Bloch School of Business (B.B.A., *summa cum laude*, 2012)
 - Finance Emphasis

Bar Admissions

- Missouri
- Kansas

Memberships

- Greater Kansas City Chamber of Commerce
 - Centurions Leadership Program, 2027
- Sports Lawyers Association
- American Bar Association
 - Mergers and Acquisitions, Corporate Governance, Business Financing, Uniform Commercial Code, Cloud Computing and Artificial Intelligence Committees
- Missouri Bar Association
 - Technology and Innovation Law Committee, Past Vice-Chair
- Kansas City Metropolitan Bar Association

Recognition

- Named one of *Best Lawyers: Ones to Watch® in America* in:
 - Corporate Law, 2026
 - Entertainment and Sports Law, 2026
 - Mergers and Acquisitions Law, 2026
 - Business Organizations (including LLCs and Partnerships), 2022-2026
- Named a Rising Star by Missouri & Kansas *Super Lawyers* for Business/Corporate in 2019-2020 and 2022-2024

Matters

Mergers and Acquisitions

- Represented one of the nation's largest private real estate development firms in multiple asset acquisitions, restructurings and joint ventures.
- Represented a national architecture firm in strategic acquisitions of architecture practices across the U.S.
- Represented one of the nation's largest engineering firms in corporate restructurings and subsidiary formation and management.
- Represented a foodservice company in a stock acquisition of a supermarket chain.
- Represented an animal health product development company in equity sale to a private investment firm.
- Represented a major health system in \$53 million asset acquisition of a specialty healthcare platform.
- Represented an advertising agency in asset sale to an international marketing company.
- Represented a mobile app company in asset sale to a leading sports technology company.
- Represented a veterinary pharmaceutical company in asset sale to an international animal health company.

Commercial Transactions

- Represented an NFL team in drafting and negotiating 400+ commercial contracts across the United States, Europe, and Mexico, including sponsorship agreements, facility licenses, ticket platform agreements, broadcast rights agreements, services contracts, equipment leases and technology licenses.
- Represented a prominent hospital system in over \$100 million of technology licenses. Led negotiations for a \$10 million inventory management system and \$9 million human resources management system.
- Represented two major professional sports leagues in drafting and negotiating a variety of contracts, including large stadium licenses, arena licenses, convention center agreements, sponsorships and all-star host agreements.
- Substantial experience in representing (and negotiating against) large publicly traded cloud providers. Represented a publicly traded cloud provider in \$50 million negotiation with pharmaceutical distributor. Represented two hospital systems in \$60 million and \$25 million negotiations with major cloud providers.
- Represented a large publicly traded utility company in negotiating 80+ procurement contracts.
- Represented an emerging GPS tracker company in negotiating its customer enterprise agreements, hardware supply agreement, third-party logistics agreement, reseller agreements, referral arrangements and non-disclosure agreements.
- Represented a biomanufacturing company in negotiating a \$30 million equipment lease.
- Represented a wheat flour company in negotiating a supply agreement with a national baking supplies company.
- Drafted e-commerce contracts (online terms of sale, website terms of use, Amazon reseller agreements, etc.) for numerous retail brands, including premium doors, construction and surveying products, sleep products, home fragrance products and

grocery stores.

Venture Formations and Financings

- Represented a consumer-products company in corporate formation, a \$5.5 million series seed financing and the formation of several subsidiaries.
- Represented a medical device company in a \$4 million series seed round and a \$10 million series A round.
- Formed a multi-member LLC for a new technology joint venture involving complex contributions of intellectual property and other assets.
- Represented a foreign company in establishing a new U.S. joint venture to license and commercialize a patented milk processing method in the U.S.
- Represented a venture capital firm in multiple financing rounds involving a foreign technology company.
- Represented a sporting goods company in subsidiary formation and management.
- Represented a Division I college conference in \$5 million financing.
- Formed limited liability companies for businesses across a range of industries, including advertising, staffing and recruiting, retail apparel, real estate investment and veterinary services.

Publications

January 2026

Influencer Marketing

Author, LexisNexis Practical Guidance