



Richard A. Bruner, Jr.
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Legal & Business Consultant

Richard is a business attorney that counsels public and private companies at all stages on a variety of business, corporate, and securities law matters, including:

- Mergers & Acquisitions – Richard routinely represents clients with regards to buying, selling and combining different businesses.
- Corporate Finance – At any time, Richard typically represents start-up companies seeking angel or venture financing, private and public companies that have received or that are seeking additional financing, and investors, including both private funds and individuals, seeking to invest.
- Intellectual Property Licensing – Richard regularly represents companies desiring to license intellectual property, including trademarks, patents, and copyrights, to third parties throughout the world.
- Structuring Joint Ventures & Public Private Partnerships – Richard has negotiated numerous joint venture agreements between companies desiring to work together on limited projects. Richard has also represented private companies partnering with the public sector to create new projects valuable to the communities.
- Executive Compensation – Richard routinely represents companies and executives with respect to designing equity ownership plans and other executive benefits.

Before joining the Ioppolo Law Group, Richard was the Deputy General Counsel and manager of the email marketing division of a performance marketing company with over \$40 million in annual revenue and over 60 employees. Richard's broad experience in business, as an in-house attorney, and in private practice gives him a practicable understanding of business that is matched by few legal professionals, and enables him to provide effective legal counsel combined with a business perspective to his clients' legal matters.

Practicing In:

- Mergers & Acquisitions
- Corporate Finance

- Business & Corporate Law
- Intellectual Property Licensing
- Joint Ventures and Public Private Partnerships

SIGNIFICANT LEGAL REPRESENTATIONS

- Represented the seller of a pet food and supply company with over \$160 million in annual revenue to a strategic acquirer;
- Drafted a Private Placement Memorandum for the placement of \$5,000,000 of debentures.
- Negotiated a public private partnership agreement with a private developer and the government of Jamaica to develop 1,584 affordable housing units in Kingston, Jamaica.
- Negotiated and drafted a triple net lease for a warehouse with over 230,000 square feet.
- Designed and implemented corporate restructurings in the Caribbean, Malta, Dubai and Cyprus to assist U.S. parent companies shift international income abroad to low tax jurisdictions.
- Negotiated and drafted banking software development, licensing, and distribution agreements with banks in the United States, Taiwan, China, Singapore and Indonesia.
- Obtained a judgment allowing the issuance of shares of free trading common stock under Section 3(a)(10) of the Securities Act of 1933 without registering the securities with the Securities and Exchange Commission in order to settle outstanding monetary claims.
- Drafted the Private Placement Memorandum for the placement of \$10,000,000 of debentures;
- Represented the sellers of a cosmetics company in the sale of the company.
- Negotiated and drafted the purchase and sale agreement to purchase an affordable housing complex in Rockaway Park, NY, and another one in New York, New York.
- Designed executive compensation and bonus plans for key executives.
- Represented a mezzanine debt fund based in Canada on the potential acquisition of a broker-dealer in Florida.
- Represented and advised numerous start-up and emerging businesses and entrepreneurs in business formation, structure, and capital raising efforts.
- Drafted a Private Placement Memorandum for the placement of \$2,000,000 of debentures.

BUSINESS EXPERIENCE

- Served as the general manager of the email marketing division, oversaw the day to day operations of the compliance department, and assisted the general counsel in managing the legal department of a performance marketing company engaged in affiliate marketing, email marketing and offer creation with over 60 employees and almost \$40,000,000 in annual revenue. The division nearly doubled its revenue while experiencing only a modest increase in costs and expenses.
- Designed executive compensation and bonus plans for key executives.
- Business consultant and advisor to clients on a full range of business matters, including potential mergers or acquisitions, deal structures, capital raising efforts, and employment matters.

ADMITTED TO PRACTICE

- Florida
- U.S. District Court for the Middle District of Florida

PROFESSIONAL ASSOCIATIONS MEMBERSHIPS & COMMUNITY INVOLVEMENT

- Orange County Young Republicans
- Rotaract of Metro Orlando
- Leadership Seminole, Class 23
- Rollins Club of Central Florida, Networking Committee
- Business Law Section of The Florida Bar
- American Bar Association