Morse Serves as Counsel to BrainSell in Acquisition by Atlantic, Tomorrow's Office

March 20, 2025

Morse is pleased to announce that BrainSell, a growth enablement company specializing in tech, data, and AI, has recently become an operating division of Atlantic, Tomorrow's Office. This acquisition strengthens BrainSell's ability to deliver even greater value to clients through expanded consulting services.

BrainSell provides consulting, technology implementation, and data services across various industries, equipping clients with the tools they need to optimize operations and drive growth. This strategic acquisition combines the expertise of both companies, enhancing their professional services and business consulting capabilities to deliver comprehensive business solutions.

We are proud to have represented BrainSell in this transaction, advising on their asset sale to Facsimile Communications Industries d.b.a Atlantic Business Products. Joe Marrow led a team of Morse attorneys including Ryan Whelpley, Sebastian Estrada, Dave Czarnecki, Joe Hunt, Rebecca Alperin, and Matt Mitchell as counsel to BrainSell in this transaction.

> "We are thrilled to have represented Jim Ward and the BrainSell team in this significant transaction and wish the BrainSell team continued success as part of the Atlantic, Tomorrow's Office Platform," Joe shares.

Additional details on the acquisition can be found in BrainSell's press release.

Morse focuses exclusively on the core legal services that businesses need to succeed, helping businesses of all sizes — from startups to Fortune 1000 companies — in the service areas of corporate, intellectual property, licensing, employment, taxation, and litigation

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