

# Morse Serves as Counsel to The Bridge in Acquisition of Data Consulting Firm

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Morse is pleased to announce **The Bridge**, a strategy and technology consulting firm, has acquired Dallas-based data consulting firm, **Armeta Analytics**. This acquisition will strengthen The Bridge's market presence in Dallas, and allow them to better serve their customers.

The acquisition of Armeta Analytics enhances The Bridge's Data & AI practice, with the addition of 28 experienced data consulting professionals and a track record of proven data methods. Additionally, Armeta Analytics' extensive network of industry relationships will help The Bridge expand upon existing partnerships and further enhance its capabilities.

Morse attorneys **Joe Hunt**, **Dan Wilcox**, and **Ryan Whelpley** served as counsel to The Bridge in this transaction.

Additional details on the acquisition can be found in [this 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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