

News

Vorys Advises Doing Things Media in Acquisition of Overheard

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Vorys attorneys, Frank Zonars and Theron Anderson, recently advised Doing Things Media in its acquisition of Overheard. Overheard, a social media brand that shares overheard conversations in cities like New York and Los Angeles, will join an extensive portfolio of brands under the Doing Things Media umbrella, allowing the brand to expand into new markets.

About Doing Things Media: Doing Things Media was co-founded in 2017 by Reid Hailey and Derek Lucas, who joined forces to bring together like-minded content creators developing funny and feel-good content for mainstream and niche audiences via Instagram, Facebook, TikTok, Snap and YouTube. Over the past five years, Doing Things Media's business has evolved from content creation and distribution to consumer products via e-commerce stores, a growing branded content business that partners with some of the world's largest brands, building original shows, expanding multi-platform monetization and developing Web3 initiatives.

About Vorys: Vorys was established in 1909 and currently has nearly 375 attorneys in nine offices in Ohio, Washington, D.C., Texas, Pennsylvania, California and London. Vorys currently ranks as one of the 200 largest law firms in the United States according to *American Lawyer* magazine. Learn more at vorys.com.