

Novus Mídia Completes Negotiations With Turner International Latin America to License Use of CNN News Network Brand in Brazil

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The Firm represented Conedi Participações, controlling shareholder of Novus Mídia, in connection with Novus' completed negotiations with Turner International Latin America to license its use of the CNN news network brand in Brazil. Simpson Thacher acted as U.S. counsel to Conedi Participações for this transaction.

Novus Mídia is a joint venture between Brazilian entrepreneur Rubens Menin, and journalist Douglas Tavoraro, who will assume the positions of chairman of the board of directors and CEO, respectively.

The Simpson Thacher team included Grenfel Calheiros and Todd Crider (Corporate); and Lori Lesser and Genevieve Dorment (IP).

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