
Hughes Hubbard & Reed

Firm Represents Millarworld in Netflix's First-Ever Acquisition

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August 7, 2017 — Hughes Hubbard represented comic book publisher Millarworld in its sale to Netflix, the first-ever acquisition for the global streaming giant.

Terms of the deal, announced Aug. 7, were not disclosed.

Millarworld was founded by Mark Millar, creator of characters and stories including "Kick-Ass," "Kingsman" and "Old Man Logan," which have been turned into movies and TV series. After the deal closes, the Millarworld franchises will be available exclusively to Netflix, and the company will continue to create new stories and franchises under Netflix.

"This is only the third time in history a major comic book company has been purchased at this level," Millar said in a statement. "I'm so in love with what Netflix is doing and excited by their plans. Netflix is the future and Millarworld couldn't have a better home."

Millar was previously at Marvel for eight years, where he developed comic books and story arcs that inspired the first Avengers movie, "Captain America: Civil War" and "Logan" – which collectively grossed more than \$3 billion in worldwide box office.

Millar runs Millarworld with his wife, Lucy. The company has created 18 character franchises, including three (Wanted, Kick-Ass and Kingsman) that were turned into films and collectively grossed nearly \$1 billion in global box office.

Netflix is the world's top online entertainment platform with more than 100 million members in nearly 200 countries who have access to a wide variety of content, including original series, documentaries and feature films.

"This deal brought together true innovators in their respective fields at the top of their games, so it was a privilege to assist on a truly unique and groundbreaking transaction," said Matt Syrkin, chair of Hughes Hubbard's Media,

Technology & Commercial Transactions group.

The deal garnered attention in [The New York Times](#), [The Wall Street Journal](#), [USA Today](#), [The Associated Press](#), [CNBC.com](#), [BBC.com](#), [Variety](#), [Tech Crunch](#), [The Hollywood Reporter](#), [The Deal](#), and other media outlets.

In addition to Syrkin, Ken Lefkowitz also advised Millarworld in this matter.

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Matthew Syrkin



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