

Thirty Madison Acquires Assets From The Pill Club in Section 363 Sale

June 20, 2023

New York – June 20, 2023 – Cooley advised Thirty Madison, a family of specialized healthcare brands, in its acquisition of certain assets from The Pill Club, following a sale process conducted by The Pill Club under Section 363 of the US Bankruptcy Code. Partners Bill Roegge, Michael Klein and Adam Dinow led the Cooley team advising Thirty Madison.

The acquisition will allow Thirty Madison to provide continuous reproductive care to those who would otherwise be without options and commit to building a women’s health offering through its Nurx brand. Patients from The Pill Club can transition to receiving care through Nurx to ensure continuity of care for women and support the medical adherence required for effective birth control. Cooley previously advised Thirty Madison on its merger with Nurx in February 2022.

About Cooley LLP

Clients partner with Cooley on transformative deals, complex IP and regulatory matters, and high-stakes litigation, where innovation meets the law.

Cooley has 1,400 lawyers across 18 offices in the United States, Asia and Europe, and a total workforce of more than 3,000.

This content is provided for general informational purposes only, and your access or use of the content does not create an attorney-client relationship between you or your organization and Cooley LLP, Cooley (UK) LLP, or any other affiliated practice or entity (collectively referred to as "Cooley"). By accessing this content, you agree that the information provided does not constitute legal or other professional advice. This content is not a substitute for obtaining legal advice from a qualified attorney licensed in your jurisdiction, and you should not act or refrain from acting based on this content. This content may be changed without notice. It is not guaranteed to be complete, correct or up to date, and it may not reflect the most current legal developments. Prior results do not guarantee a similar outcome. Do not send any confidential information to Cooley, as we do not have any duty to keep any information you provide to us confidential. When advising companies, our attorney-client relationship is with the company, not with any individual. This content may have been generated with the assistance of artificial intelligence (AI) in accordance with our AI Principles, may be considered Attorney Advertising and is subject to our legal notices.

Key Contacts

Bill Roegge New York	broegge@cooley.com +1 212 479 6491
Michael Klein New York	mklein@cooley.com +1 212 479 6461

Adam Dinow New York	adinow@cooley.com +1 305 724 0534
Eileen Marshall Washington, DC	emarshall@cooley.com +1 202 728 7083
Gerard O'Shea New York	goshea@cooley.com +1 212 479 6704
Jason Savich San Francisco	jsavich@cooley.com +1 415 693 2053
Judd Lauter San Francisco	jlauter@cooley.com +1 415 693 2915
Nathan Baum New York	nbaum@cooley.com +1 212 479 6593
Lauren A. Reichardt New York	lreichardt@cooley.com +1 212 479 6515
Scott D. Rudin New York	srudin@cooley.com +1 212 479 6678
Sai Yarramalla Palo Alto	syarramalla@cooley.com +1 650 843 5416
Lois NaYeon Yoo New York	lyoo@cooley.com +1 212 479 6898
Addison Pierce Chicago	afpierce@cooley.com +1 312 881 6625
David Dalton Santa Monica	ddalton@cooley.com +1 310 883 6547

Caitlin Courtney Palo Alto	ccourtney@cooley.com +1 650 843 5714
Calvin Lee New York	calvin.lee@cooley.com +1 212 479 6378
Denise Cahir New York	dcahir@cooley.com +1 212 479 6801

This information is a general description of the law; it is not intended to provide specific legal advice nor is it intended to create an attorney-client relationship with Cooley LLP. Before taking any action on this information you should seek professional counsel.

Copyright © 2023 Cooley LLP, 3175 Hanover Street, Palo Alto, CA 94304; Cooley (UK) LLP, 22 Bishopsgate, London, UK EC2N 4BQ. Permission is granted to make and redistribute, without charge, copies of this entire document provided that such copies are complete and unaltered and identify Cooley LLP as the author. All other rights reserved.