

Cooley

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](#).

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