

KEN LUER QUOTED IN LOS ANGELES BUSINESS JOURNAL FORUM

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Ken Luer contributed to the LABJ Forum and reader poll, October 17, 2016, when asked by Jonathan Diamond, of LABJ, "Would Honest Co. be better off selling itself to a major consumer products company or going public?"

"For most privately held SoCal businesses, I think selling to a larger company in the same or a complementary industry is the better choice. Going public only works if the company is big enough, with anticipated aggressive growth, to merit the costs and constraints of quarterly reporting, analysts and the vagaries of the stock market."

Kenneth A. Luer is a partner in ECJ's Business and Corporate Law Department. His practice focuses on entrepreneurs, established companies, and family-owned businesses. His expertise includes business law, forming and reorganizing companies, contracts, equity and debt financings, I/P and technology licensing, and mergers & acquisitions. For additional information about Ken, please [click here](#).

PROFESSIONALS

Kenneth A. Luer

PRACTICE AREAS

Business, Corporate and Tax