

Browne Jacobson advise on international sale of entertainment company Music For Pets

04 July 2023

Browne Jacobson's corporate lawyers have advised the founders of internationally recognised company, Music For Pets on the sale of the business to one of the world's leading music and entertainment companies, Create Music Group.

The sale will enable Music For Pets to have a wider distribution network comprising YouTube, Instagram and TikTok for their niche music offering. Create Music Group will also be able to continue to build its direct-to-consumer music portfolio as part of its strategy to acquire entertainment businesses that have a meaningful relationship with their audience and have full ownership of their intellectual property (IP).

The Browne Jacobson corporate finance team have advised on a number of media / entertainment sector deals in the last 18 months, including advising North-West based Access Creative College (ACC) on its Apiary-backed acquisition of the sound and music institute, dBS.

Music For Pets was founded in 2017 by Manchester based entrepreneur, **Amman Ahmed** and his business partner, **Ricardo Henriquez**, who was originally based in El Salvador. The company creates unique music and entertainment for dogs and cats with popular franchises "Relax My Dog" and "Relax My Cat" serving over 20 million pets around the world who listen to more than 12 million hours of music each month. Their original music has since become a favourite companion for pets and their owners on Youtube, Spotify, and other digital service providers (DSPs) around the globe.

Create Music Group which launched in 2015, is a leading music and entertainment company based in Hollywood. The company which employs over 350 people worldwide, operates as a record label, distribution company, and an entertainment network. The company works with various high-profile artists, major and independent record labels, and global media brands.

The Browne Jacobson deal team comprised **Manchester based partner Ryan Brown** and **associate, Bethany Grummitt**. **Partner Nick Smeeth** advised on the IP elements of the transaction and **associate Owen Jenkins** advised on the employment side.

Ryan Brown commented: "Amman and Ricardo's brand and unique offering has reached a global audience of pet lovers and their pets. It was a pleasure to have been involved in this key strategic deal and we look forward to watching Music For Pets thrive as part of the Create Music Group family."

Amman Ahmed added: "Create Music Group has built an unparalleled distribution network for music and entertainment, including a network of owned brands on YouTube, Instagram and TikTok that will give our music a huge opportunity to be heard by even more pets and their owners around the world. We're thrilled to be working with Jonathan, Alexandre Williams and Wayne Hampton as we chart the next phase of growth for Music for Pets."

Key contact

Henrietta Scott

Head of Marketing

PRTeam@brownejacobson.com

+44 (0)330 045 2299

Related expertise

Corporate

Employment

Intellectual property