

Perkins Coie Attorneys Quoted in Law Week Colorado—Big Deals: Crocs Acquires Hey Dude Shoes for \$2.5 Billion Represented by Perkins Coie

Perkins Coie Attorneys quoted in "[Big Deals: Crocs Acquires Hey Dude Shoes for \\$2.5 Billion Represented by Perkins Coie](#)," an article in *Law Week Colorado*, regarding Crocs Inc. and its final acquisition of the Italian casual footwear brand, Hey Dude Shoes.

"We are in the law business, and it's technical," Partner Jeffrey Beuche said. "But in deals like this, it really becomes about people," and during the legal counsel, it was important to find "moments of levity to build relationships that would forge compromises later."

"In some ways this is a service business, and we build relationships with our clients to work with them through some tough situations," Partner Jason Day said.

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