

Perkins Coie Advises Pietra Inc. In Its Acquisition of Factored Quality

SEATTLE (March 12, 2025) - Perkins Coie is pleased to have advised Pietra Inc. in its acquisition of Factored Quality, a digital management tool for quality and compliance operations for consumer brands.

[Pietra](#) is an e-commerce enablement platform to help brands run more profitably. This acquisition augments Pietra's platform with the Factored Quality marketplace, extending the suite of services that brands can leverage to grow profitability. The Factored Quality team will be joining the world-class Pietra team to deliver great value to customers from the factory floor to customer doors.

The Perkins Coie advisory team included partners [Agatha Kluk](#) and [Eitan Hoenig](#), and associates [Michael Dawes](#) and [Yara Slaton](#).

Perkins Coie is a leading global law firm, dedicated to helping the world's most innovative companies solve the legal and business challenges of tomorrow. Learn about our work and values [here](#).

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