

# Eric Perlmutter- Gumbiner

Partner

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Eric Perlmutter-Gumbiner is an experienced corporate and M&A advisor for founders, investors, and global brands operating at the intersection of consumer products, entertainment, technology, and sports.

Eric represents some of the most recognizable names in these industries, guiding clients through the full business lifecycle—from formation and venture capital rounds to mergers and acquisitions and high-profile brand collaborations.

*The Hollywood Reporter* has recognized Eric as a top sports and content creator lawyer. Eric has also been recognized in Legal 500 US Elite Los Angeles – Corporate M&A (2026), the Los Angeles Business Journal's "Top 100 Lawyers" (2026), and the Los Angeles Times as a "Legal Visionary" (2024). He was named a recipient of the Association for Corporate Growth Middle Market Growth "Young Professionals" Award (2021) and has been recognized by Best Lawyers: Ones to Watch® in America (2023–2025) and Southern California Super Lawyers Rising Stars (2015–2025).

## Awards

- Listed in *The Hollywood Reporter's* Top Sports Lawyers, 2025
- Listed in *The Hollywood Reporter's* Top Content Creator Lawyers, 2025
- Listed in Legal 500, US Elite Los Angeles - Corporate M&A, 2026
- Listed in "Leaders of Influence: M&A," *Los Angeles Business Journal*, 2026
- Listed in *Los Angeles Business Journal* "Top 100 Lawyers," 2026
- *Best Lawyers: Ones to Watch® in America*, 2023 - 2025
- *Southern California Super Lawyers Rising Stars*, 2015 - 2025
- Listed in *Los Angeles Times* as a "Legal Visionary," 2024
- Association for Corporate Growth, Middle Market Growth "Young Professionals" Award, 2021

## Services

- Corporate
- Mergers & Acquisitions
- Branded Consumer Products
- Corporate Financing Transactions
- Corporate Structuring & Operations
- Family Business Planning
- Joint Ventures & Strategic Alliances
- Licensing
- Apparel & Accessories
- Artificial Intelligence
- Creator Economy
- Digital Media & Content Publishing
- Financial Services
- Food & Beverage
- Health & Beauty
- Sports
- Technology

## Bar Admissions

- California

## Education

- University of Southern California Gould School of Law (J.D., 2013)
  - University of Southern California Marshall School of Business (M.B.A., 2013)
  - University of Southern California (B.S., *cum laude*, 2008)
    - Business Administration
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## Publications

March 9, 2026

**Greenberg Glusker Corporate Partner Eric Perlmutter-Gumbiner Featured in LA Times Studios Creator Economy Trends Roundtable**

*LA Times Studios*

September 22, 2025

**Greenberg Glusker Corporate Partner Eric Perlmutter-Gumbiner Featured in LA Times Studios Beauty, Fashion, and Consumer Goods Roundtable**

*LA Times Studios*

July 21, 2025

**Greenberg Glusker Corporate Partner Eric Perlmutter-Gumbiner Featured in LABJ Food & Beverage Roundtable**

*Los Angeles Business Journal*

October 23, 2024

**Why Private Equity is Eyeing the NFL – and Why It Matters**

*Professional Sports and the Law*

September 23, 2024

**Corporate Partner, Eric Perlmutter-Gumbiner, Shares Legal Insights for Beauty, Fashion & Consumer Goods Roundtable**

*Los Angeles Times B2B Publishing*

May 13, 2024

**Avoid These Common Pitfalls When Preparing to Exit Your Business**

*Los Angeles Business Journal*

April 24, 2020

**Main Street Lending Program Q&A**

March 30, 2020

**Paycheck Protection Program Q&A**

January 8, 2016

**Should We Be Practicing SAFE Investments?**

*VC-List*