

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

- *Variety*, New Leaders, 2026
- *The Hollywood Reporter's* Power Creator Lawyers, 2026
- *The Hollywood Reporter*, Top Sports Lawyers, 2025
- *The Hollywood Reporter*, Top Content Creator Lawyers, 2025
- *Legal 500*, US Elite Los Angeles - Corporate M&A, 2026
- *LA Times Studios*, Sports Business Visionaries, 2026
- *LA Times Studios*, Private Equity and M&A Visionaries, 2026
- *Los Angeles Business Journal*, Leaders of Influence: M&A, 2026
- *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

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

- *L.A. Times Studios*, Legal Visionaries, 2024
- Association for Corporate Growth, Middle Market Growth "Young Professionals" Award, 2021

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