

# CASE STUDIES

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## Baker Donelson Represents BluShark Digital in Herringbone Digital Acquisition

### Mergers and Acquisitions

**Baker Donelson served as legal counsel to the owners of BluShark Digital, a leading legal marketing and local search agency headquartered in Washington, D.C., in the company's acquisition by Herringbone Digital.**

The Baker Donelson team advising on the transaction was led by [Jordan Savitz](#) (Baltimore and Washington, D.C.) and included corporate attorneys [Christopher Douse](#) (Nashville), [Meagan O. Davis](#) (Memphis), [Jack Ritossa](#) (Nashville), and [Shelton Wittenberg](#) (Memphis); tax attorney [Charles W. "Chuck" Goldberg Jr.](#) (Nashville); executive compensation attorney [William E. Robinson](#) (Chattanooga); and others.

Built to help law firms win the most competitive local markets in the United States, [BluShark Digital](#) has spent more than a decade building a repeatable approach to local dominance – one that blends geo-expansion strategy, market-by-market competitive positioning, and disciplined execution across locations.

This partnership brings BluShark into Herringbone Digital's growing legal vertical and adds resources behind BluShark's services across engineering, data, AI enablement, and shared operations to increase testing capacity and speed of execution. BluShark will continue to operate under the BluShark brand, maintaining continuity across its leadership and client delivery teams.

[Herringbone Digital](#) collaborates with top-tier digital marketing agencies, service providers, and technology solutions led by seasoned industry professionals. Since its 2024 launch, the company has concentrated on supporting businesses across dental, legal, home services, and health care industries.

BluShark Digital was represented by Todd Taskey from Tower Partners. Herringbone Digital was represented by Kirkland & Ellis.