



Lori Smith Counsels Lead Investor in Seed Round Financing Deal

July 25, 2012

Lori Smith, a partner in the Private Equity and Venture Capital Practice Group, represented iNovia Capital, as lead investor in a \$1.4 million seed round financing of Bomoda. Bomoda, a membership-based online community, serves the increasing number of international Chinese shoppers through four newsletters covering fashion, travel and lifestyle. The added capital will help the company curate luxury fashion and lifestyle goods through increased marketing and development efforts, including Smartphone platforms.

Other investors included Yahoo Inc. Chief Executive Terry Semel, Tory Burch LLC co-founder Chris Burch, and Ed Goodman, a venture investor at Milestone Venture Partners.

Attorneys

Lori S. Smith

Practice Areas

Corporate and Securities

Private Equity and Venture Capital