

Gibson Dunn Is Advising Marriott International on Its Acquisition of Lifestyle Brand citizenM

Firm News | April 29, 2025

Gibson Dunn is advising Marriott International on its \$355 million acquisition of the lifestyle brand citizenM, and its related intellectual property. At the closing of the transaction, the citizenM portfolio will become part of Marriott's system, with the hotels owned and leased by the seller subject to new long-term franchise agreements with Marriott, and Marriott may make up to an additional \$110 million in earn-out payments to the sellers based on future growth of the brand over a specified post-closing period. Our corporate team is led by partners Stephen Glover, Alexander Orr, and Harrison Korn, and includes of counsel Alisa Babitz and associates Tracey Tomlinson, Alex Prezioso, Kevin Chapman, and Anne Lonowski. Partner Matt Donnelly and associates Doug Bresnick and Alissa Fromkin Freltz are advising on tax aspects. Partners Michael Collins, James Cox, and Nataline Fleury are advising on labor and benefits. Partner Daniel Angel and associates Mona Mosavi and Libby Pica are advising on IP aspects. Partners Joshua Lipton and Attila Borsos, counsel Andrew Cline, and associates Alexander Merritt and Christian Liborius are advising on antitrust aspects. Partners Cassandra Gaedt-Sheckter, Lore Leitner, Joel Harrison, and associates Sarah Scharf and Ruby Lang are advising on data privacy aspects. Partner Michael Diamant and of counsel Pedro Soto are advising on compliance aspects. Partner Michael Murphy is advising on environmental aspects.

Related People

[Stephen Glover](#)

[Alexander L. Orr](#)

[Harrison A. Korn](#)

[Alisa Babitz](#)

[Matt Donnelly](#)

[Alissa Fromkin Freltz](#)

[Michael Collins](#)

[James Cox](#)

[Nataline Fleury](#)

[Daniel Angel](#)

[Mona Mosavi](#)

[Libby Pica](#)

[Joshua Lipton](#)

[Attila Borsos](#)

[Alexander H. Merritt](#)

[Cassandra L. Gaedt-Sheckter](#)

[Lore Leitner](#)

[Joel Harrison](#)

[Sarah Scharf](#)

[Ruby B. Lang](#)

[Michael Diamant](#)

[Pedro G. Soto](#)

[Michael K. Murphy](#)

GIBSON DUNN

Related Capabilities

[Mergers and Acquisitions](#)

[Tax](#)

[Labor and Employment](#)

[Executive Compensation and Employee Benefits](#)

[Intellectual Property](#)

[Antitrust and Competition](#)

[Privacy, Cybersecurity, and Data Innovation](#)

[White Collar Defense and Investigations](#)

[Environmental Litigation and Mass Tort](#)