

Perk.com closes acquisition of Viggle app and assets

Torys acted as counsel to Perk.com in Canada and the United States with a team led by John Emanoilidis and which included Michael Horwitz, Miranda Callaghan, Thomas Yeo and Mile Kurta (corporate/securities), Ed Fan and Vanessa Komarnicki, (IP), Jonathan Wiener, Steven Rotchtin and Sarah Carter (lending), Lynne Lacoursière (employment), Peter Keenan and Ari Feder (tax), Omar Wakil, Christopher Caparelli and David Wawro (regulatory).

On February 8, 2016, Perk.com Inc. (Perk) completed its acquisition of the Viggle App and related assets, consisting of a mobile and tablet application using incentives to make content consumption and discovery more rewarding for media companies, brands and consumers, intellectual property including patents in the rewards category, brand and advertiser relationships, as well as a direct sales force. The Viggle business, acquired by Perk pursuant to the transaction, will be conducted by Viggle Rewards, Inc., a subsidiary wholly owned by Perk.

[Perk.com Inc.](#), formed in 2009 and based in Austin, TX, provides a rewards platform targeting consumers primarily by rewards for every day mobile and internet activities. Perk offers Perk Points, a digital reward, which can be redeemed for gift cards and cash.

[Viggle Inc.](#), is a mobile and web-based entertainment marketing and rewards platform providing incentives for content consumption.

Further information can be found on Perk.com's [website](#).

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