

Haynes Boone Represents Awaken Intelligence in Merger Transaction with Tethr

June 24, 2024 Tom Ferns, Daniel Malone, Joshua Reisman, Christopher Orford, Kirsty Harshaw, Zainab Al-Qaimi

PRACTICES Capital Markets and Securities, Corporate, Mergers and Acquisitions, Private Equity, Investment Management

Haynes Boone advised AI innovator [Awaken Intelligence Ltd.](#) ("Awaken") in a cross-border merger with CollabIP, Inc. d/b/a/ Tethr ("Tethr"), a leader in AI-powered conversation intelligence software.

Tethr majority investor, IAG Capital Partners, financed the transaction, which was facilitated through the creation of a new corporate entity named Creovai, Inc. The combination creates the industry's most comprehensive AI-powered platform for analyzing customer interactions and guiding agents through customer interactions in real time.

The Haynes Boone deal team, led by Partner [Tom Ferns](#) (M&A, London), included key support from Partner [Dan Malone](#) (M&A, United States), Associates [Josh Reisman](#) (M&A, United States) and [Christopher Orford](#) (M&A, London) along with Trainee Solicitors [Zainab Al-Qaimi](#) and [Kirsty Harshaw](#).

"This combination of our companies will accelerate our mission and expand access to our products to an even broader set of organizations," said Awaken CEO Simon Black [in a statement](#). "Tethr's leadership position in the contact center industry makes it an ideal partner and we're thrilled to work with our new teammates for the next phase of our journey."

Haynes Boone's [Mergers and Acquisitions Practice Group](#) has extensive experience handling middle-market deals, having helped clients close more than 500 transactions in the last five years, with an aggregate value exceeding \$50 billion. The firm routinely represents private equity firms, closely held corporations, founders, large financial institutions, and Fortune 500 public companies, providing strategic guidance on financing structures, commercial agreements, intellectual property strategies, equity compensation, and litigation.