

BELL NUNNALLY REPRESENTS JBB ADVANCED TECHNOLOGIES IN \$12.25B CARVE-OUT SALE OF BLOCKCHAIN SUBSIDIARY

March 21, 2024

Bell Nunnally represented Carrollton-based JBB Advanced Technologies LLC in its pending sale of blockchain technology unit Tronic to a corporate entity affiliated with one of JBB's own executives for \$12.25B – a “friendly transaction” of cash and shares.

JBB, founded by Dallas entrepreneur John Billingsley in 2021, is a holding company. It acquired Tronic in late 2022.

Tronic is an innovative technology company that “enhances the accessibility and usability of Web3 gamification, creating the next generation of online platforms for organizations to enhance engagement and loyalty among targeted audiences.” The company uses ledger technology, AI performance optimization and blockchain technology to build hyper-personalized solutions for membership-driven organizations, among others. More information on Tronic is available in the JBB-issued [press release](#) on the deal.

The Bell Nunnally deal team was comprised of partners Jarod T. Moss and R. Heath Cheek and Associate Matthew J. DeWitte.

To read recent coverage from the *Dallas Business Journal* on the deal, please click [here](#).

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