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Eliza Fromberg Discusses Startup-Investor Matchmaking in *Law360*

Changes to the rules governing advertising and general solicitation of private securities offering have the potential to "fundamentally change" the marketplace, writes Eliza Sporn Fromberg in an October 23 *Law360* article discussing how investors and startups find each other. She writes: "Accredited investors trolling for sexy startups will have more investment opportunities but will be left to wonder whether the 'best' prospects are still being offered through private channels. Ultimately, it's the investor who must decide: Are general solicitation offerings lightning in a bottle or only losers desperately seeking a little love?"

The article is attached.