

PRESS RELEASE

Baker Donelson Represents cj Advertising Owners in Sale to Herringbone Digital

November 14, 2025

The national law firm of Baker Donelson served as legal counsel to the owners of cj Advertising, a trusted partner for law firm marketing specializing in personal injury law, in the company's acquisition by Herringbone Digital. The move combines cj's 30-year legacy of client-focused advertising with Herringbone Digital's cutting-edge digital expertise, creating a powerful partnership aimed at expanding digital marketing capabilities for personal injury law firms across the country.

The Baker Donelson team advising on the transaction was led by [Jordan Savitz](#) (Baltimore and Washington, D.C.) and included shareholders [Emma J. Redden](#) (Memphis), [Scott M. Douglass](#) (Memphis), [Andrea Bailey Powers](#) (Birmingham), and [Matthew G. White](#) (Memphis); of counsel [Charles W. "Chuck" Goldberg Jr.](#) (Nashville) and [Elverine "Rena" F. Felton](#) (Atlanta); and associates [Meagan O. Davis](#) (Memphis) and [Thomas M. Garrott](#) (Memphis).

[cj Advertising](#) leverages data-driven strategies and creative excellence to help firms grow. cj offers a comprehensive suite of services, including video production, website design, digital marketing (SEO, PPC, social media), and strategic media buying (TV, print, etc.).

[Herringbone Digital](#) collaborates with top-tier digital marketing agencies, service providers, and technology solutions led by seasoned industry professionals. Since its 2024 launch, the company has concentrated on supporting businesses across dental, legal, home services, and health care industries.

To read the original press release, [click here](#).