

# Morse Serves as Counsel to Nova AI and its BrandGuard AI technology in Acquisition by Sightly

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Morse is pleased to announce that Nova AI, along with its **BrandGuard AI** technology, has been acquired by **Sightly**. This strategic acquisition enhances Sightly's AI capabilities, expands its team, and strengthens its offerings in AI and content strategy – paving the way for the next evolution of its Brand Mentality® platform.

BrandGuard's cutting-edge technology accelerates approvals, monitors AI-generated brand assets, and ensures consistent brand messaging across all content. Together with Sightly's data and technology expertise, this integration will revolutionize the Brand Mentality® platform, enabling brands to effectively engage in real-time marketing, deliver authentic messaging, and protect their brand identities.

Morse attorneys **Mike Jabbawy**, **Rick Cocci**, and **Monica Sax** served as counsel to BrandGuard in this transaction.

Additional details on the Nova AI acquisition can be found in [Sightly's press release](#).

Morse focuses exclusively on the core legal services that businesses need to succeed, helping businesses of all sizes – from startups to Fortune 1000 companies – in the service areas of corporate, intellectual property, licensing, employment, taxation, and litigation.

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