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"lastUpdated": "August 12, 2021",

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"content" : "Adidas is selling its Reebok brand to Authentic Brands Groups for up to 2.1 billion euros ($2.46 billion), with the German sporting wear group looking to “focus on its core brand after the U.S. fitness label failed to live up to expectations,” per Reuters. Authentic Brand, which filed its preliminary IPO documentation in July, has been on a buying streak in the past few years, with the brand developer buying up an array of fashion and apparel companies, ranging from Juicy Couture and Judith Leiber to Jones New York, Volcom, and Aeropostale.",

"reference" : [{

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"url": null

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"outerlink" : [],

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