

WeirFoulds represents Archetype Themes Inc. as its assets are acquired by WeCommerce Holdings Ltd.

August 26, 2021

On August 25, 2021, [WeCommerce Holdings Ltd](#) ("WeCommerce") announced that it officially acquired substantially all of the assets of [Archetype Themes Inc.](#) ("Archetype"), a leading designer and developer of premium themes used by over 60,000 Shopify merchants. Archetype's Impulse theme is known as the "most popular" in the Shopify Theme Store.

"Archetype's stunning themes portfolio is loved by merchants large and small, helping them attract and convert customers through high performing and thoughtfully designed premium storefronts," said WeCommerce CEO, Chris Sparling.

"Archetype has built a top brand in the Shopify partner ecosystem," said WeCommerce President and Interim Chief Financial Officer, Alex Persson.

Archetype was founded by Paul Pritchard and Carson Shold, two impressive entrepreneurs.

Archetype was represented by WeirFoulds LLP ("WeirFoulds"), with a team lead by Partner, [Rochelle Perera](#) and Associate, [Dana Kriszenfeld](#).

WeirFoulds is pleased to have assisted Archetype in the acquisition. [Click here](#) for the official announcement.

To learn more about our Mergers & Acquisitions Practice Group, or to contact one of our lawyers listed above, visit our [Mergers & Acquisitions](#) overview page.

WeirFoulds^{LLP}

www.weirfoulds.com

Toronto Office

4100 – 66 Wellington Street West
PO Box 35, TD Bank Tower
Toronto, ON M5K 1B7

Tel: 416.365.1110
Fax: 416.365.1876

Oakville Office

1320 Cornwall Rd., Suite 201
Oakville, ON L6J 7W5

Tel: 416.365.1110
Fax: 905.829.2035