

CORPORATE - Technology Transactions

The Business of Technology is Our Business

At the intersection of corporate law and intellectual property are business transactions that require an intimate understanding of both. Our attorneys, with deep industry and technology experience, can advise you effectively on the acquisition, use, development and commercial application of technology.

How We Can Help You

To effectively tackle technology transactions, attorneys can't dabble in corporate law and dabble in intellectual property law – you must be deeply knowledgeable in both areas to create successful outcomes. We've built a team of true transactional business attorneys who know IP exceptionally well. We're ready to assist you on the wide spectrum of issues you encounter, everything from technology development agreements, technology transfer and commercialization agreements to enterprise-wide licenses for multi-location systems. Clients also often ask us to provide legal input on business planning and development and risk assessment.

Every Industry, From Start-up to Powerhouse

Whether your business is healthcare, energy, education, manufacturing, e-commerce, telecommunications, entertainment, or any other industry where technology or intellectual property plays a key role, our experienced negotiators know how to thoughtfully and strategically add value to your innovation. And whether you're a start-up or an international powerhouse, a licensee or licensor, a vendor or a customer, your transactions require counsel based on technical and legal knowledge, experience, and practical business judgment. That's what we bring to the table. We help to "level the playing field" when parties with less knowledge of this area encounter a more experienced party on the other side of the table.

Integrated Teams That Cover All Bases

Your technology transactions may involve a host of issues. That's why we build integrated, cross-disciplinary teams to cover all the bases. Our technology transactions team works closely with our commercial contracts, intellectual property, tax, labor and employment, corporate finance and other teams when issues arise that require their experience.

Expect Us to Add Value

Technology transactions and the attorneys you engage to create them should do more than simply establish business relationships; they should add value. Here's how we believe we can help accomplish that:

- Understanding your industry and business environment
- Providing business-centric (not just legal) strategic and tactical advice
- Helping you achieve your objectives, stay competitive, manage risk, and avoid costly disputes
- Bringing a sophisticated understanding of commercial agreements and an appreciation for supply chain dynamics
- Negotiating with top-tier vendors on matters you may believe are not negotiable
- Helping you centralize the contract review function within your organization
- Helping you create requests for proposals of goods and services

“Licensing sits at the apex of this firm’s corporate finance and technology practices. Practitioners are first and foremost business and transactional lawyers, who are equally endowed with solid expertise in technology and intellectual property. The team has the know-how and experience to handle any kind of commercial transaction involving the exploitation and monetization of intellectual property. Its work cuts across a range of industry sectors and technologies, although healthcare, software, life sciences and clean-tech are particular strongholds.”

-IAM Licensing 250

ADVANCING OUR CLIENTS' GOALS

Acquiring Reporting Technology for a Health Insurer

Our team represented one of the largest health insurers in the country in the acquisition of data analytics and warehousing technology for employer group and payer reporting solutions. We also assisted in the negotiation of follow-on outsourced software development arrangements.

Behind Every Replay is a Great Tech Transactions Lawyer

We worked with a major provider of replay software to negotiate and draft licenses with college and professional sports teams and collegiate conferences for the provision of digital video editing software networks and instant replay technology. Licensees included the NFL, Canadian Football League, NCAA, and PAC 12, Big Ten, Big East and SEC conferences.

Technology Agreements to Aid Wellness and Fitness

We helped a pioneer in consumer wearable body monitors negotiate numerous agreements with top healthcare, fitness and consumer products companies. These included strategic alliance agreements, cooperative agreements and research agreements for disease management, club-based fitness and wellness product development and distribution. We also counseled our client on the response to and resolution of urgent social media, infringement, recall, regulatory and indemnity issues.

Enabling the Global Supply of Telecommunications Components

We represented a multinational telecommunications company in the negotiation of a variety of supply agreements, both as a purchaser of chips and other components as the seller of CATV equipment to multiple system operators and other customers.

Negotiating to Secure Critical Financial Institution Data

When one of the nation's largest financial institutions needed to store its sensitive data with two different data centers, we helped them negotiate the complexities of several different vital data center lease agreements, ultimately leading to two large data center deals.

An NFL Team Reaches Fans Where They Are: Online

Our client, an NFL franchise, decided to pursue an aggressive digital outreach to its fans. We assisted in establishing and implementing this program designed to broaden its touch points with its fan base.