

HUSCH BLACKWELL

Technology Commercialization

We advise companies of all sizes on developing, buying, selling, marketing and licensing proprietary technology to maximize its value in everyday business operations. Our attorneys recognize the need to create and implement a unique commercialization strategy for each client that may include securing or licensing patents and trademarks, structuring joint ventures, and negotiating angel and venture capital investments to fund client growth.

We have represented clients worldwide in negotiating global and regional licenses with terms that match the client's needs and drive revenues into our clients' businesses. We help emerging companies negotiate licenses to reflect the appropriate allocation of risk, expertise and resources. For established businesses, we help divest assets no longer being pursued and sell technologies no longer critical to core operations. For universities, hospitals and other R&D centers, our attorneys work to monetize research and ensure viable commercial license arrangements that provide escalating returns as the technology continues to demonstrate viability.

We help clients prepare and negotiate commercial agreements and business relationships such as:

-  Confidentiality agreements and noncompetition agreements
-  Technology purchasing agreements
-  Consulting and other services contracts
-  Joint development agreements
-  Software licensing arrangements
-  Web development agreements
-  Software as a Service (SaaS) agreements
-  Patent and technology licensing
-  Complex operating agreements, including third-party arrangements
-  Data, software, website and mobile application hosting agreements

“

Husch Blackwell is “skilled in the full range of IP matters, including patent prosecution proceedings and applications, portfolio management and infringement litigation. Enjoys a fine reputation for its defense work and maintains an active presence across the patent space.

— Chambers USA

”

Work Highlights

- Negotiated and structured a joint development and licensing agreement between two global technology companies.
- Advised a client on administering a semiconductor technology licensing program for a Fortune 100 company.
- Assisted with the global commercialization of a patent portfolio for a German innovator company in the technology industry, including resolving potential infringements with new licenses.
- Assist privately held company in the purchase of technical systems and related software, telecommunications services agreement for the delivery of wireless services enterprise-wide, and software as a service (SaaS) license and services agreement for program used to confirm financial and hedging transactions on a real-time basis.
- Served as outside licensing counsel to a large university for all of its drug biologic and related research. As such, negotiated numerous successful licenses with provisions sensitive to the type of technology being licensed, as well as the market value of the technology.
- Serve as contract counsel for national consumer services company, with emphasis on Internet marketing, lead generation, software development and licensing, and consulting services agreements including consumer privacy, data security, and other compliance-related updates for all contracts.
- Worked with an emerging financial technology company to draft a complex operating agreement, licensing and other technology agreements with third parties, to ensure the company's intellectual property was secure while the company continued to develop, market and seek regulatory approval for its unique blockchain solution.
- Drafted and negotiated agreement with Pivotstream, a division of TABS Analytics covering the collection, hosting, analysis and use of consumer and customer data for a national brands client.

eCommerce Practice Focus:

We advise clients on best practices in conducting eCommerce transactions and licensing online software and services, providing guidance on compliance with changing government standards.

Our expertise covers B2B and B2C eCommerce transactions, user interactive pages, licensing of online technology and services, internet advertising and marketing, sweepstakes, website development and ownership, and methods of cross marketing complimentary businesses through affiliate and co-branding agreements.

Our Approach

Our professionals understand complex technologies, with degrees and industry experience in the following representative fields:

 Animal science	 Genetics
 Biology	 Materials science
 Chemistry	 Mathematics
 Computer science	 Physics
 Engineering*	

* Including aeronautical, agricultural, architectural, biomedical, chemical, civil, electrical, and mechanical.

Relentless client focus.

At Husch Blackwell, we have built our law firm around one idea: to guide our clients from where they are to where they want to be. Our industry-centric approach gives us a deep understanding of what our clients face every day. But more than that, it creates a shared vision that moves our clients forward.

huschblackwell.com

Arizona | California | Colorado | Illinois | Missouri | Nebraska | Tennessee | Texas | Utah | Washington, DC | Wisconsin