

OUR PRACTICE

Technology

Technology is the underpinning of every organization. Understanding the needs of the client is our strength. We help our clients balance the complexities of the issues with the practicalities of their strategic long term and short term needs. Our technology services focus on all clients; technology clients, as well as non-tech clients who need to ensure their requirements are being met.

The impact of technology within the business or organization will impact how efficiently and effectively the organization operates. We regularly partner with clients to address the ever-evolving legal and business developments, challenges, and opportunities associated with the technology needs of all clients.

We draw from both our ongoing work as advisors, leaders, authors, and speakers within local and national technology circles and our hands-on experience having formerly worked in and for technology companies and departments as software company executives and developers, information technology department managers and support personnel, and in-house technology counsel. Our multidisciplinary team leverages the Firm's other practice groups, such as financial services, hospitality, franchising, and distribution, automotive, health care, litigation, intellectual property, entertainment, and media, among others, to tackle multifaceted issues and provide comprehensive risk management, incident response, acquisition support, and other strategies. We anticipate our clients' most complex legal and commercial challenges.

We represent our clients in:

- **Artificial intelligence**
- Big data and data analytics
- **Biometrics**
- **Blockchain and distributed ledgers**
- Cloud as a Service (CaaS) solutions
- Internet of Things (IoT)
- Mobile applications and telecommunications
- Quantum computing
- Software
- Virtual reality

We provide practical, industry-targeted advice that appreciates the internal demands faced by our clients. We understand their need to ensure the privacy and security of their businesses without sacrificing their ability to drive innovation and close business deals expeditiously. We provide ongoing assistance with navigating the increasingly sophisticated and global regulatory, operational, strategic, offshoring, and ethical issues associated with Information Technology. Our advice and counseling services include:

- Review, drafting, and negotiation of a wide range of vendor, service provider, and customer agreements
- Considering the privacy and **cybersecurity** needs of the companies (corporate policies and procedures, data governance, PCI Compliance, and payment processing)
- Emerging technologies – **artificial intelligence ledger, blockchain**, cryptocurrencies, Internet of Things (IoT), autonomous vehicles, metaverse, virtual reality, and augmented reality

- Industry-specific state, federal, and international regulatory compliance for non-profit, government, and private sectors (business-to-business and business-to-consumer) and [data privacy](#), [data protection](#), [cybersecurity](#), and consumer protection laws
- Licensing (open source, SaaS, cloud hosting, digital content, service level agreements)
- Managed services (colocation, data centers, technology support for affiliate networks)
- Professional services and outsourcing (master service agreements, statements of work, cross-border transfers, technology contractor arrangements)
- Third-party and vendor risk management and assessments
- Website and mobile application development and UX design, mobile applications, internet law (website terms and privacy policies, including cookies, industry-specific privacy and security notices, and ADA requirements), and e-commerce
- Social media – transactions and FTC and related regulatory compliance for influencers, endorsements, and testimonials
- Legal ethics in technology
- Cross-border data transactions and associated compliance
- In-person and online business technology training and drafting related compliance materials (forms, manuals, playbooks, etc.)

We provide strategic advice and counsel to clients in various industry sectors including:

- [Automotive](#)
- [Electric Vehicles and mobility](#)
- [Digital health](#)
- [Food and Drug](#)
- E-commerce
- Energy transition
- FinTech payments
- [Manufacturing](#)
- [Retail](#)
- Smart cities
- [Transportation and Logistics](#)



Representative Matters

- Represented a data analytics company in an FTC investigation.
- Represented a closely-held software company in connection with its merger into a subsidiary of a private equity fund, with the stockholders of the software company receiving cash consideration of approximately \$140 million.
- Represented a Fortune 100 financial company in connection with negotiation of various software licenses, intellectual property agreements and ancillary documents.
- Represented a technology company in the exclusive license of its software to a large multinational corporation in Australia.
- Served as general counsel to national technology, manufacturing, and professional services firms.
- Negotiated and closed software and other technology/e-commerce transactions from both the supplier and purchaser perspectives involving software license and service and support agreements, software development agreements, website design and hosting agreements, hardware acquisition and services agreements, and application hosting agreements.
- Advised the board of a technology business on its \$76 million merger transaction with a private equity buyer, including management rollover.
- Represented a Fortune 50 company in an outsourcing of software development and implementation project to an Indian company.

- Represented a Fortune 50 company in the divestiture of a technology subsidiary.
- Represented a technology company in developing its open source software strategy.
- Represented a multistate hospital company in connection with electronic medical records system acquisition.
- Represented a Fortune 100 client in their negotiations with an artificial intelligence (AI) human resources vendor for the global rollout of an AI tool designed to align job candidates with available employment opportunities.
- Represented a private equity backed Fintech company in its negotiation of a complex Banking-as-a-Service agreement with a financial institution.