

Technology and E-Commerce

Contact

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A video games manufacturer, a creator of mobile technologies and a clinical laboratory — they do not seem to have much in common. Neither do a winery, a sporting goods maker and an Indian tribe.

But these businesses, all of which we have represented, share two key characteristics. First, they are heavily involved with technology — either because they make it, use it or commercialize it. Second, they are part of the ever-growing technology and e-commerce space, a space in which our firm has extensive experience.

Protect, Manage and Commercialize

Broadly speaking, we provide services that clients need to protect, manage and commercialize their products, including their intellectual property.

For example, we have

- ▶ Assisted a major company in developing and implementing a global sales commission system and a global document management system
- ▶ Created a corporate structure that enabled two different companies to use a trademark purchased out of a bankruptcy
- ▶ Advised a business how to comply with privacy laws after a hard drive with decades of employee data was stolen
- ▶ Helped a large food franchiser roll out a virtual jukebox in stores worldwide
- ▶ Negotiated an agreement for the sale of flash technology to a leading manufacturer of communications and electronics products

In-Depth Understanding of Technology and E-Commerce Space

In addition to excellent legal skills and knowledge of the law — including privacy and trade rules that vary from jurisdiction to jurisdiction — we understand the technology and e-commerce space. So we are quick learners about clients' operations and the business and legal issues they face. This understanding enables us to help clients successfully meet challenges and capitalize on opportunities, including identifying and establishing new and profitable business relationships.

Whatever your business, our goal is to provide services that will make you even more successful.