

# Licensing and Technology

## Technology-Savvy Expertise

As a leading business and commercial law firm, we have developed a niche expertise representing emerging and high-growth technology companies. Over the years, we have provided legal services to sophisticated clients in the information technology, life sciences and healthcare sectors, as well as the hospitality, clothing manufacturing, retail, publishing and other fields.

Our attorneys have practical industry experience. We are technology-savvy and have the business acumen and legal expertise to assist a diverse range of clients in all matters involving licensing, distribution and technology. We have assisted manufacturers, retailers, master franchisors, software developers, e-commerce ventures, telecommunications infrastructure providers and integrated circuit designers, as well as life science companies engaged in research and drug development, bio-informatics and human genome research, and designers and manufacturers of biotechnology tools, medical devices, laboratory equipment and diagnostics.

## Understanding the Issues

Attorneys in this Sector Team have had significant exposure to the core industry sectors of our clients. Our experience and background give us an in-depth understanding and appreciation of the issues from the client's perspective. Our attorneys also have access to the full resources of our firm to meet virtually every legal and business need of our clients, emphasizing practical advice and solutions wherever possible.

We have provided licensing and technology law expertise to a variety of clients. These are just a few examples of the support our clients receive:

- Providing advice in all aspects of licensing and distribution for businesses in all stages of development, from start-up to maturity;
- Providing advice and counsel on e-commerce issues and preparing the documentation that is unique to selling products or services on the Internet, including privacy policies;
- Negotiating and structuring short-term and long-term alliances, partnerships and joint ventures in online and offline contexts;
- Ensuring copyright, trade secret and trademark protection to safeguard a client's rights to intellectual property; and
- Crafting employment and consulting agreements to protect valuable trade secrets, as well as structuring option and other incentive plans to retain and motivate employees.



## Dedicated to Excellence

- "One-stop-shopping" – A total package of legal and business solutions
- Committed to delivering only the highest level of service – quickly, efficiently and at any time
- Technology savvy
- Business acumen and industry-specific experience
- A willingness to learn about a client's business
- Practical and well-rounded advice on the relevant issues
- An approach that leads to success and growth

## Our Expertise extends to:

- Merger and acquisition transactions
- Joint venture, co-marketing and other commercial transactions with strategic partners
- Formulating and negotiating collaboration research and development agreements
- Technology transfer agreements
- OEM, licensing, outsourcing and distribution agreements

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## Our E-Commerce Expertise

E-commerce is constantly evolving and the needs of this sector are rapidly expanding. In providing our clients with expertise in this area we draw upon our sound knowledge of the laws and business considerations related to the development or acquisition of portals, Web sites, online shopping, alliance agreements, jurisdictional and security issues, transaction processing, privacy, electronic signatures, spamming, encryption and B2B and B2C commerce.

## Our Licensing Expertise

We are a leading provider of legal services related to licensing and offer our clients high-quality, responsive, business-oriented advice. An in-depth understanding of clients' technologies, business models and legal needs ensures that quick, practical legal advice is provided. Attorneys ensure that clients understand all of the legal risks and opportunities facing them and then suggest legal strategies for success.

## Our Approach – Meeting Your Evolving Needs

Our approach is hands-on and solutions-based. Our strength is our ability to deliver a total package of legal and business advice that is indispensable to our clients. We offer clients solutions based on the "one-stop-shopping" concept. Our attorneys take a realistic business approach to contracts and agreements. We are knowledgeable on current trends in the industry and eager to learn about a client's business. And we are committed to delivering only the highest level of service, quickly, efficiently and at all times.

## The Firm

As a full-service law firm, we have the depth and capacity to provide a team of professionals who are skilled not just in business and intellectual property law, but also in corporate finance and securities, venture capital, tax, labour, real estate and litigation. And with a vast network of business advisors such as venture capitalists and other professional service providers, we develop effective, working relationships with large corporations, small and mid-sized emerging technology companies and entrepreneurs in order to provide counsel in the broadest sense of the word.

Our clients have access to a comprehensive blend of legal and business expertise that provides the crucial guidance for developing well-rounded strategic advice and counsel. Ultimately, this is an approach that contributes to our clients' success and growth.

**Staying One Step Ahead:** Other Sector Teams address the highly specialized needs of the corporate finance and securities, venture capital, life sciences, energy, franchising and real estate sectors.



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