

PRACTICE

Technology Transactions

Benesch's Technology Transactions Practice Group partners with clients to design and implement multifaceted, cross-functional solutions for their most complex technology and data-driven legal needs. We provide extensive experience in a cost-effective, business-focused and highly responsive manner.

Drawing on our strengths in patent, trademark, copyright, trade secret, data security and privacy, and intellectual property (IP) litigation, we advise clients across a wide range of industries including software, cloud services, artificial intelligence, semiconductors, manufacturing, healthcare, food and beverage, retail and e-commerce, big data, life sciences, and pharmaceuticals.

Our technology transactions work covers virtually every type of agreement that involves technology, IP and data throughout the deal life cycle, including nondisclosure agreements, term sheets, memoranda of understanding, pilot and evaluation phases, prototyping, research and development, manufacturing, product launch, supply, distribution, and commercialization.

What We Do

- Artificial intelligence (AI)
- Business process outsourcing (BPO)
- Cloud computing
- Information technology
- IP collaboration and development
- M&A deal support
- Manufacturing, supply and distribution
- Patent and technology licensing and sales
- Software licensing and maintenance
- Strategic alliances and go-to-market

Who We Serve

- Education
- Financial services
- Healthcare and life sciences
- Hospitality
- Immersive technologies
- Pharmaceuticals
- Retail and e-commerce
- Semiconductors
- Video gaming

Numbers & Recognition

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Highlights

- Our work centers on assisting global companies in drafting, structuring and negotiating high-value, technology-intensive deals, often involving our clients' most critical "bet the company" commercial transactions
- We take a holistic approach. Every transaction is evaluated through a lens that accounts for business, legal, IP, cybersecurity and data considerations
- We help shape our clients' business strategies, from business plans and licensing and monetization models to product development and go-to-market strategies

Representative Matters

- ▶ Served as lead outside counsel to a major international publicly traded manufacturer in a multimillion-dollar BPO transaction to provide IaaS for the storage of worldwide employee data.
- ▶ Served as lead outside counsel to a major international tire and diversified products company on a \$180 million technology services transaction with an American wireless network operator for the provision of all network services in the Western Hemisphere.
- ▶ Represent a Fortune 200 digital storage company in complex patent and technology licensing matters with key suppliers and customers.
- ▶ Support the global procurement departments of large, publicly traded companies, including a leading biopharmaceutical company and financial services company, with the negotiation of enterprise-wide software licensing and cloud computing agreements valued in the millions annually to ensure compliance with corporate policies and alignment with data privacy and protection requirements.
- ▶ Counseled a global materials science company on implementing an AI governance policy and security requirements for third-party AI vendors to enable the organization to implement innovative new technologies while managing risk and regulatory compliance.
- ▶ Led negotiations on behalf of major regional health system in connection with the implementation of an electronic health records system adverse to an international healthcare software systems vendor, including negotiation of several dozen third-party contracts to enable data migration from legacy systems.
- ▶ Represented a leading provider of parking management and technology solutions in North America and Europe as day-to-day outside technology counsel responsible for managing the review and negotiation of third-party technology vendor agreements.
- ▶ Represented a large, multinational hospitality brand in its exit from a legacy outsourced service provider for managed help-desk services and software development, maintenance and security services.
- ▶ Advised a large, multinational corporation on procurement of hosting services for mission-critical software applications supporting enterprise-wide operations, including key financial and human resources applications.
- ▶ Guided a large, multinational meeting space brand in its negotiation for and deployment of digital advertising displays across the continental United States.
- ▶ Led IP and technology negotiations and diligence in connection with Scribd, Inc.'s acquisition of Fable, a leading social reading platform known for its community-powered book clubs and reader engagement tools.
- ▶ Lead IP and technology deal counsel to Trivest Partners and VSS in the sale of their portfolio company, Quattro Business Support Services, a leading provider of tech-enabled business process outsourcing services focused on finance & accounting and tech support, to Roark Capital Group.