

## Practice Contact

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## Licensing

Licenses are powerful tools for expanding the commercial value of intellectual property. Our attorneys have represented both licensors and licensees in licensing transactions involving a wide variety of subject matter including technology, patents, proprietary and open source software, internet applications, brands, trade secrets, media and publications. For example, we have successfully negotiated multi-million dollar licenses for nationally and internationally known brands in industries as diverse as clothing, food, pet accessories, pharmaceuticals and biotechnology. Our attorneys have extensive experience in trademark license quality control and have helped our brand-owner clients establish suitable testing and review procedures. We also assist clients in identifying and profiting from their patent and other intellectual property assets through the development of appropriate licensing strategies and royalty structures.

Distribution and marketing, franchising, co-branding, computer software and networks, joint ventures, outsourcing, technology transfers, publishing and entertainment all are matters that may pose particular licensing challenges. We offer clients considerable experience in addressing such challenges and, if necessary, in resolving licensing disputes through mediation, arbitration or litigation.

Our attorneys regularly assist clients in a variety of software transactions, from its development and customization to its transfer by license or sale. Licensees, developers, vendors, and distributors employ our services.