



Technology, Advertising, and Communications

Our clients rely on our lawyers to guide them through the strategic planning, contractual negotiations, and compliance issues associated with use of technology, advertising, and communications. We have worked with the key providers in these industries, know the relevant tools and applications, and have helped clients to exploit the innovations driven by the Internet and e-commerce.

We regularly counsel clients on all aspects of privacy and information security law, and we have significant experience in assisting clients in the development of comprehensive data privacy and security strategies. Our firm has been a leader in assisting clients who are responding to large-scale data security incidents. Our attorneys also advise clients with respect to federal and state law regulations and guidelines that affect advertising, order fulfillment, telemarketing, text messaging, email marketing, and other forms of new media marketing.

We have handled complex, multimillion dollar transactions for mission-critical technology services, web applications, equipment, and software licenses, and our attorneys help our clients understand the intellectual property rights implications of these transactions. We work to identify the emerging legal issues and compliance requirements for our clients' Internet and e-commerce business operations and to advise our clients on practical methods to minimize risks.

We help both emerging start-ups and mature businesses to navigate through the evolving technology trends and terminology, to realize returns on their software, hardware and communications systems investments, and to identify and implement fair ways to obtain quality development and implementation services.

Our clients acquiring technology products and services range from national retail chains to pre-eminent hospital systems and from financial and insurance institutions to manufacturers. We also represent the providers of technology, including software vendors, consultants, ISPs, and telecommunications service providers.

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