



Licensing

Licenses are powerful tools that may allow businesses to expand the commercial value of their intellectual property. Our attorneys have represented clients who are licensors, licensees, or joint venture partners on licensing transactions involving technology, patents, computers, internet applications, brands, trade secrets, media, and publications, among many other matters. In such engagements, we offer clients creative solutions and a practical focus on bringing licensing transactions to a successful close.

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, and technology, including automotive parts, construction devices and materials, pharmaceuticals, biotechnology research tools, and industrial chemicals. Our attorneys have extensive experience in trademark license quality control and have helped our brand owner clients to establish testing and review procedures. We also assist clients in identifying and profiting from their patent assets through the development of appropriate licensing strategies.

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

RELATED PRACTICES

- Branding, Trademarks, and False Advertising
- Copyrights
- Patents and Inventions
- Technology, Advertising, and Communications

ATTORNEYS

- Cory M. Amron
- Craig R. Auge
- Anker M. Bell
- A. Brian Dengler
- Richard S. Donnell
- Jason C. Elvers
- Maureen P. Haney
- Jonathan D. Iten
- Roger E. Lautzenhiser, Jr.
- Jennifer A. Naumoff
- William H. Oldach, III
- Christopher M. Ott

- Andrew F. Palmieri
- Corinne Marie Pouliquen
- M. Sean Purcell
- Sheryl Clark Stoll

Licensing (continued)