

## Technology Transactions

The Technology Transactions Group focuses on the interface of the legal, technological and commercial elements of strategic technology transactions that are an essential component of any successful business strategy in today's technology-driven world. The team advises not only clients whose core business involves the development and commercialization of technology, but also clients who use third party technology to support their operational infrastructure.

Our lawyers have deep experience assisting clients in navigating the plethora of legal and commercial issues that modern technology transactions entail, with global reach. The group provides support to clients in their major corporate and IP transactions and has specific experience with the complex issues that arise in structuring and negotiating technology transactions.

The group advises clients in a broad range of industries, including information technology, augmented reality, online gaming, digital diagnostics, robotics, content management, life sciences, pharmaceuticals, agritech, software development, Software as a Service, e-commerce, and university technology commercialization and research licensing in transactions involving technology companies, software developers, manufacturers and distributors, contractors, consultants, startups, and technology investment funds and fund managers.

### AREAS OF FOCUS

- software license and distribution, including enterprise, online gaming, IT, AR/VR application, mobile application, EULAs and other software license agreements
- SaaS and cloud service agreements
- application terms of service
- joint technology development agreements
- software evaluation license agreements
- OEM, VAR, master services and tech outsourcing agreements
- M&A technology rights review and license remediation
- PE and VC financing technology rights review and remediation
- intra-company technology license agreements
- technology transfer agreements
- technology-focused NDAs and CDAs
- material transfer agreements

### PRACTICE CONTACTS

Frank A. Bruno, Partner  
215.864.6225  
brunof@whiteandwilliams.com

Bruce W. MacLennan, Partner  
212.714.3060  
maclennanb@whiteandwilliams.com

### RELATED PRACTICES

Corporate and Securities

Intellectual Property

International

### RELATED INDUSTRIES

Gaming

Technology



- startup technology asset protection, including employment and assignment of rights agreements

## REPRESENTATIVE MATTERS

Advised developer of mobile AR applications in B2B SDK and B2C application license agreements and EULAs for distribution in Europe and Japan

Advised global IT company on global product distribution (98 countries), EULA drafting and regulatory compliance, and technology development and patent registration matters

Advised enterprise cybersecurity firm in drafting and negotiating software and service license agreements with major financial institutions

Advised Korean agritech company with operations in the U.S. on intra-company license of technology by parent to U.S. subsidiary in the context of a VC financing of subsidiary

Advised a Japanese developer of video game consoles and arcade games in technology license review in the context of a potential acquisition of another gaming system company

Advised a Japanese developer of video game consoles and arcade games in its grant of the PRC distribution rights for massively multi-player online game software

Advised on technology transfer and licensing components of the following investments and joint ventures:

Japanese conglomerate holding company in licenses relating to a joint venture to offer online automobile purchase services and online medical information services in Japan

Japanese conglomerate holding company in the formation of internet financial service joint ventures and related technology licenses

A biotech investment fund as lead investor in a Series C Preferred financing by an Israeli medical device company that developed and patented a technology platform for respiratory-based treatment of cardiovascular and pulmonary diseases

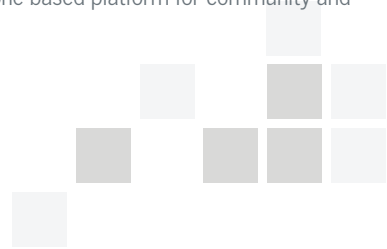
An Investment Enterprise Limited Partnership in its Series B-1 investment in a manufacturer and developer of patented invitro diagnostic products for the assessment of immunity

The venture investment arm of Sweden's largest industrial holding company as lead investor in its Series A preferred stock financing by a Japanese producer of semiconductor manufacturing equipment

A leading provider of DSL and ADSL services to users in Japan in its Series A, B and C financings by various international investors and funds

Venture group as lead investor in a syndicated Series A financing by a creator of a mobile phone-based platform for community and location-based services offered on the i-mode network

## PUBLICATIONS



125<sup>th</sup>  
ANNIVERSARY



**White** and  
**Williams** LLP

Technology Transactions

DC Federal Court Invalidates Florida Sports Betting Compact  
*House Rules*, 11.24.21

