

# Technology Transactions

Polsinelli's Technology Transactions team is comprised of a cross-functional group of lawyers with significant experience in the technology industry, including prior in-house experience and professional backgrounds in engineering and technical consulting. We work with companies of all sizes and at all stages of development to provide strategic guidance as they create, acquire, use and commercialize technology. Our clients include businesses with domestic and international operations as well as startups, governments, universities, hospitals, financial services institutions and nonprofit organizations.

The lawyers on our team invest time to understand our clients' business models, practices, and objectives in a range of relevant industries and partner with them to protect their assets and help them profit from their investments. With respect to technology transactions, we assist in developing intellectual property monetization strategies, acquiring and selling technologies, evaluating and forming strategic research and development relationships, and procuring information technology-related services. We have advised on sponsored research agreements with leading universities globally and we have helped our clients enter joint development agreements on technologies ranging from polymers and resins used in semiconductors to robotics used in apparel manufacturing.

By understanding our clients' business strategies, we add value to technology deals by identifying negotiation leverage, structuring term sheets to facilitate key stakeholder buy-in, anticipating potential closing hurdles, and recommending solutions to overcome objections. In addition, we assist buyers and sellers in mergers and acquisitions related to information technology and intellectual property due diligence, helping to ensure that contractual rights to use, transfer or retain critical information technology and intellectual property assets align with deal structure and post-closing integration objectives.

We also collaborate with our colleagues in Polsinelli's **Privacy & Cybersecurity, Health Care, Finance** and other practices to bring in relevant subject matter knowledge as appropriate to more effectively help our clients achieve their business goals. Whether we are advising on a licensing, collaboration, research and development or distribution agreement, our firm is focused on placing its clients in an optimal position to thrive in today's complex global marketplace.

Recent rankings include:

- Nationally ranked Tier 1 for Technology Law by the *U.S. News and World Report's* 2024 "Best Law Firms."
- Nationally recognized as a "2025 BTI Litigation Standout" in Cybersecurity Litigation by *BTI Consulting Group*.

## Representative Types of Transactions

The team assists clients with a variety of technology transactions, including:

- Research and development agreements

- Strategic outsourcing and managed services agreements
- Software and SaaS license and/or subscription agreements
- End-user licenses and terms of use
- Technology platform subscription agreements
- OEM and value-added reseller arrangements
- In-bound and out-bound content and/or data licenses
- Public key encryption services agreements
- Data exchanges
- Consortium-based offerings
- Consulting and professional services agreements
- Digital marketing and promotion
- Joint venture and strategic partner arrangements
- Patent, trademark, copyright and trade secret licenses
- Non-disclosure and confidentiality agreements
- Material transfer and material evaluation agreements
- Joint development and collaboration agreements
- Testing services agreements
- Intellectual property and technology purchase agreements
- Transition service agreements ancillary to M&A matters
- Sponsorship, product placement, co-branding and branded entertainment agreements
- Media production agreements and appearance and location releases
- Technology distribution agreements
- Manufacturing services agreements
- Source code and intellectual property escrow agreements

### **Representative Industries**

- Biotech
- Health care
- Medical device
- Pharmaceutical markets
- Alternative energy
- Automotive
- Financial Services/Fintech
- Higher Education/Edtech
- Digital media
- E-commerce
- Electronics
- Gaming and development
- Adtech
- Social media
- Media and Telecommunications
- Software
- Consumer products
- Apparel and textiles
- Footwear and sporting equipment
- Affiliate marketing
- Materials science
- Chemicals, polymers and industrial solvents
- Autonomous vehicles and robotics
- Additive manufacturing
- Industrial sewing, knitting and laser cutting
- Shipping logistics and product tracking
- Aerospace
- Patent aggregation and patent pooling

- Biometric security and identity verification
- Digital image enhancement
- Food science
- Semiconductors

## Matters

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- Regularly advised multinational consumer products manufacturer on IP development agreements to innovate manufacturing technologies.
- Negotiated key in-licensing of technology from universities for start-up companies.
- Negotiated syndicated patent acquisition and licensing deals, in one instance, that resolved ongoing patent litigation with nine defendants and resulted in acquisition of more than 180 patents pertaining to display technology used in smartphones and other personal digital devices.
- Structured evaluation agreements and vertical out-licensing for platform technologies.
- Advised software developers in licensing deals to integrate digital imaging technology into smartphone operating systems.
- Advised and negotiate collaboration agreements for oncology therapies.
- Collaborated with telecommunication client's legal and supply chain management organizations to negotiate and implement complex outsourcing, managed services, and ERP vendor agreements and follow-on statements of work.
- Negotiated complex OEM, reseller, and referral agreements with major industry players for health care technology start-ups.
- Worked with a major media company to negotiate digital advertising technology agreements with a variety of participants in the ad technology ecosystem and to assure strategic alignment across vendors.
- Served as outside general counsel to vehicle subscription platform start-up backed by major automotive industry players and provide ongoing counseling on mobility issues, and state regulatory requirements as well as support in the drafting and negotiation of key customer and joint venture agreements.
- Frequently assisted a large multinational consumer products company entering into research and development agreements for 3D printing and additive manufacturing technologies, dyestuffs and chemical textile treatments, alternative bio-based materials, adhesives and bonding technologies, robotics and material handling systems, and other technologies used in product development and in initiatives to modernize its manufacturing supply chain.
- Regularly advised a patent aggregator on its strategic patent acquisition and licensing deals involving patents covering semiconductors, software, networking, mobile communications, consumer electronics, and e-commerce technologies.
- Represented a global leader of optical films in licensing and technology co-development deals.
- Routinely represented early-stage companies negotiating inbound technology licenses from universities.
- Advised U.S. toymaker in global licensing and distribution deal with Hong Kong distributor.
- Advised European Software as a Service platform provider in connection with its commencement of U.S. subsidiary operations.
- Advised U.S. trade association in software development procurement deal with a Canadian software developer.

# Publications

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January 12, 2026

**2026 Technology Transactions & Data Privacy Report**

May 27, 2025

**Pixels, Privacy, and Precedent: The Shifting Legal Landscape of Web Tracking Class Actions**

*Co-Author, New York Law Journal*

May 9, 2025

**Two New AI Laws, Two Different Directions (For Now)**

March 19, 2025

**Don't Shun High-Risk Sellers—Manage Their Commerce Better, Experts Say**

*DigitalTransactions.net*

February 28, 2025

**Trends in Negotiating With Software-as-a-Service Providers**

February 26, 2025

**Beyond the Blockchain: What's Next for Digital Assets After Explosive Growth in 2024**

February 25, 2025

**Some States Step Up Early to Regulate AI Risk Management**

February 6, 2025

**2025 Technology Transactions & Data Privacy Report**

May 2024

**Is California poised to blaze its own trail toward regulating automated decision-making technologies?**

*Author, Data Protection Leader Magazine*

February 6, 2024

**AI is Fueling a Major Contract Dispute in the Music Industry: Why it Matters for Your Business**

January 24, 2024

**2024 Tech Transactions & Data Privacy Report**

December 7, 2023

**Key tips on AI for startups**

*Featured, MATTER*

August 7, 2023

**Concerns and Considerations for Using Generative Artificial Intelligence as Part of Routine Business Operations**

August 2023

**Innovation and Accountability: Asking Better Questions in Implementing Generative AI**

*Author, Connect On Tech, The Cybersecurity Law Report*

April 11, 2023

**How the Federal Tort Claims Act Extricates Certain Health Care Providers From Data Breach Class Action Suits**

April 6, 2023

**Regulatory Overreach/Litigation Remedies To Curtail Regulatory Excess by Federal Trade Commission**

April 4, 2023

**Mitigating Your Greatest Data Privacy Risk: How To Establish an Effective Vendor Management Process**

March 30, 2023

**The Increasing Risks and Prohibitions Associated With Paying a Ransom After a Ransomware Attack**

March 23, 2023

**The Structure of Data Rights in a Post-On-Premises World**

March 21, 2023

**'Alkutkar v. Bumble': Securing Active Consent for Updated Terms of Service**

March 16, 2023

**Blockchain Technology: High-Profile Use Cases in the News and Other Alternative Use Cases**

March 14, 2023

**Current Turmoil and Future Risks in Resolving Data Breach Class Actions**

March 9, 2023

**Data Scraping Update: 'LinkedIn v. hiQ' Answers Some Questions but Leaves Many More Open**

March 7, 2023

**Cyber Incident Reporting for Critical Infrastructure Act: Significant Changes to Incident Reporting Are on the Horizon**

March 2, 2023

**It's Here – The New National Cybersecurity Strategy**

February 28, 2023

**'Code Is Law' Embraces Jurisdictional Protections: IP Trends for NFTs in 2022 and 2023**

February 23, 2023

**Survey of International Privacy Laws**

February 21, 2023

**National Credit Union Administration Finalizes 72-Hour Cyber Incident Reporting Rule**

February 21, 2023

**Artificial Intelligence Law and Policy Roundup**

February 16, 2023

**What's up with Illinois' BIPA**

February 14, 2023

**Cybersecurity To-Dos in 2023**

February 13, 2023

**"Fortnite" Creator Agrees to Pay a Record Penalty for Violating Children's Privacy Laws**

February 13, 2023

**For Data Misuse, Karma's an FTC Enforcement Action**

February 10, 2023

**Jury Sides with Hermès in Pivotal NFT Trademark Case**

February 2, 2023

**Tech Transactions & Data Privacy 2023 Report**

January 23, 2023

**The metaverse brings a new breed of threats to challenge privacy and security gatekeepers**

*Quoted, CSO*

January 23, 2023

**Blockchain Developers Urge Congress – Be Bold About Data Privacy and Security**

January 17, 2023

**HHS-OCR Guidance for Online Tracking Technologies**

January 12, 2023

**Looting of Local Governments Leads to Cybersecurity Standards for the Water and Wastewater Sector**

January 11, 2023

**New York Department of Financial Services Announces a \$1.9 Million Settlement With Insurance Agency For Violations of New York’s Cybersecurity Regulation**

January 2, 2023

**Privacy Legislation And Regulation To Watch In 2023**

*Quoted, Law360*

January 2023

**Protecting your IP at the source: licensing and other transactions**

*Author, Reuters*

December 30, 2022

**Top Privacy Developments of 2022: Year In Review**

*Quoted, Law360*

December 21, 2022

**For OT Cybersecurity, Extra Time is Running Out**

December 15, 2022

**Emerging Threats: Cyber Attacks and Side-Channel Evolution**

December 2, 2022

**National Security Focus on Cybersecurity for Critical Infrastructure Sharpens**

November 2022

**Protecting your blockchain technology through patents**

*Author, Managing IP*

October 31, 2022

**EU Cyber Resilience Act**

October 27, 2022

**FTC Announces Decision “with a 100% chance of far-reaching” Impact for Data Breaches**

October 21, 2022

**Colo. Privacy Rules Spotlight Emerging Patchwork Of Laws**

*Quoted, Law360*

October 21, 2022

**Colorado Consumer Privacy Rules Add to Looming Business Mandates**

*Quoted, Bloomberg Law*

October 11, 2022

**Cybersecurity Awareness Means, at a Minimum, Doing the Basics (Again and Again)**

October 5, 2022

**Kim Kardashian's \$1.26 million SEC settlement has big implications for influencers. Here are 6 key takeaways creators and marketers should know.**

*Quoted, Business Insider*

August 30, 2022

**CPRA and Employee Data – What Businesses Need to Know**

August 2, 2022

**National Credit Union Administration Issues New Proposed Rule Requiring 72-Hour Cyber Incident Reporting**

June 23, 2022

**Legal Matters: When The Feds Find Out! Lack Of Data Security Leads To Novel and Hefty Settlements**

*Co-Author, Houston Medical Times*

June 20, 2022

**Is it Legal? IP & Metaverse Law**

*Speaker, W3BTHR33 LOUNG3 at NFT NYC*