



# Technology Licensing & Commercialization

Counsel. With A Strategic Perspective.

## YOUR LICENSING IS YOUR PRODUCT

Having the correct technology licensing structure and supporting contractual agreements are, very likely, the most critical aspect to ensuring the enterprise value you are creating for your technology-based business remains within your organization. Too many times, poorly-advised companies have found themselves with services, licensing and SaaS agreements that bleed value, force them to support outdated technologies without representative income, or, worse still, relinquish revenue opportunities and lose control of precious IP to a customer or a third-party.

## PROTECT AND ENHANCE YOUR ENTERPRISE VALUE

Synergy Law Group has a deep, real-world understanding of how licensing can both positively and negatively impact the valuation, partnering potential, and ultimate exit of technology companies in a wide range of industries. Our attorneys regularly assist clients in the creation, acquisition, protection and commercialization of intellectual property, through licensing and acquisition. We cost-effectively help develop a licensing plan to maximize your near-term sales, create a recurring revenue model, mitigate risks, and expedite your ability to act when potential customers and partnerships present themselves – all while protecting the future value of your business.

The firm's concentration in technology law includes:

### INTELLECTUAL PROPERTY & LICENSING

- Enterprise License (seat, cpu, other)
- SaaS/PaaS
- Software and Mobile Tech Licensing
- End User Licenses
- Supply Chain Software
- Development Licenses
- Open Source Policy/Evaluation
- Source Code Licenses
- Escrow Agreement & Release Terms
- Maintenance/Support/Upgrade Agreements
- Service Level Agreements
- Copyright, Trademark & Patent Licenses
- Data and Storage
- Termination Structures
- IP Indemnities

### TECHNOLOGY DEVELOPMENT AND COMMERCIALIZATION

- Contract Structures for Scalable Business Models
- Productization
- Development Agreements
- Protection of Software & Developments
- Ownership of Developments Frameworks

### INTELLECTUAL PROPERTY PROTECTION

- Copyright Registration
- Copyright Clearance
- Nondisclosure/Non-use Frameworks
- Assignment of Developments
- Work Made for Hire Doctrine
- Source Code Handling Protocols
- Data Protection
- Cease & Desist
- Copyright, Trade Secret & Trademark Infringement Suits

### INTELLECTUAL PROPERTY PURCHASES, SALES & TRANSFERS

- Software, eCommerce
- Copyrighted or Patented Technology
- Trade Secret/Proprietary Information
- Trademarks and Domain Names
- Technology
- Intellectual Property Due Diligence

### STRATEGIC & TECHNOLOGY PARTNERSHIPS

- OEM, Supply and Distribution
- Marketing Agreements and Joint Ventures
- VAR Agreements
- IP Development Agreements
- Manufacturing Agreements
- Outsourcing Agreements
- IT Service Agreements
- Channel Partner Agreements
- International Considerations

### ECOMMERCE

- Web Development Agreements
- ASP & Hosting Agreements
- Online Contracting & "Click-Through"
- Terms of Use, Privacy, Legal
- Web Site Terms & Conditions
- Online Advertising and Marketing

## TAKING THE RIGHT FIRST STEP IS CRITICAL

Synergy helps our clients understand and appropriately prioritize their technology protection and licensing efforts. We have been instrumental in highly successful licensing commercialization solutions for early-stage and growth companies, having closed many license deals opposite Fortune 500 and public companies.

Taking the right steps now could mean the difference between creating IP enterprise value for your business versus potentially compromising your key assets and increasing company exposure.

If you're looking for an experienced law firm that can help you move quickly while fully understanding and protecting the value of your technology licenses, contact us for an initial consultation.

## ABOUT SYNERGY

Synergy Law Group, L.L.C. is focused on delivering skilled legal counsel for the full range of service needs of middle market growth companies, emerging businesses, small cap public

companies, executives and investors. Our commitment to excellent client service extends throughout the complete lifecycle of today's dynamic commercial ventures.

## PRACTICE AREAS

Corporate Law	Mergers & Acquisitions	Securities & Finance	Reverse Mergers & Alternative Public Securities Offerings	Technology & Licensing	Real Estate	Litigation
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Synergy Law Group, L.L.C.  
 730 W. Randolph St., 6th Floor  
 Chicago, IL 60661  
 main 312.454.0015  
 fax 312.454.0261  
[www.synergylawgroup.com](http://www.synergylawgroup.com)