

# Licensing & Transfer

Cozen O'Connor's team operates on behalf of both licensors and licensees, negotiating license and transfer agreements, enforcing licenses, and resolving related disputes. We work with clients from a broad range of industries, including technology and software, food, retail, luxury goods, sports, entertainment, higher education, and venture capital, and we handle licensing arrangements for all manner of intellectual property, including patents, trademarks, copyrights, and trade secrets.

Licensing confers enormous advantages to both licensors and licensees—when it's done right. Done poorly, it can destroy a valuable brand and lead to the misappropriation of IP assets. In this highly specialized area of intellectual property law, it is essential to have counsel who understand both the underlying technology and the finer points and pitfalls specific to licensing arrangements. Cozen O'Connor attorneys have decades of experience in this field. For licensors, we structure deals that generate revenue and ensure maximum possible protection of brand and reputation. For licensees, we strive for operational flexibility and ownership of innovation.

In order to execute successful licensing and transfer agreements, counsel must be conversant in the most sophisticated kinds of contract negotiations. Cozen O'Connor's IP attorneys are themselves seasoned business lawyers and work closely with colleagues in the firm's renowned corporate team to devise cutting-edge deal structures. And because the IP licensing and transfer practice represents both licensors and licensees, our lawyers have tremendous insight into the interests and motives of all parties at the table. We pioneer transactions that serve the fundamental shared interests of all stakeholders and form the basis of healthy business partnerships.

## SERVICE AREAS

- Establish joint ventures, strategic alliances, and co-development agreements
- Design in-bound and out-bound patent and technology licenses
- Establish optimal licensing agreements for patents, trademarks, copyrights, and trade secrets
- Negotiate manufacturing and supply agreements; distribution and reseller arrangements; and branding and marketing arrangements
- Secure IP rights from inventors and developers
- Create third-party arrangements with employees and consultants
- Negotiate non-disclosure agreements
- Analyze the licensing aspects of major business transactions, including mergers and acquisitions
- Litigate licensing-related commercial disputes



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## Related Practice Areas

- Biologics/Biosimilars
- Domains
- e-commerce
- Entertainment Law
- Franchising
- Hatch-Waxman Litigation
- Intellectual Property
- Intellectual Property Litigation
- Patents
- Trade Secrets & Unfair Competition
- Trademark & Copyright