

# Technology

Technology companies face a rapidly changing and difficult legal environment. Gray Plant Mooty's Technology team represents privately held start-ups and emerging companies, as well as large publicly held businesses that operate in technology-focused industries. We assist tech companies, developers, licensees, resellers, and others on matters including organization, financing, licensing, intellectual property protection, sales/acquisitions, and dispute resolution.

## Industry Practice Areas

Our team represents technology companies in the following areas:

- Software/SAAS/Cloud
- Social media
- Digital media and entertainment
- E-commerce and social commerce
- Communications and networking
- Healthcare IT
- Hardware, electronics, and robotics
- Mobile technology
- Storage
- Government

Because your business depends upon protecting your intellectual property and making the right decisions, having experienced technology legal counsel can make a big difference as your company grows.

## Technology-Driven Solutions

Our team assists technology companies on a variety of matters, including:

- Organization
  - Pre-organization planning
  - Corporations and LLCs
  - Minnesota, Delaware, and other jurisdictions
  - University technology start-up companies
  - Founder, employee, and contractor agreements
  - Intellectual property contribution and acquisition
  - Employment law and employee compensation
  - Capitalization
- Financing
  - Business plans, pitching, valuation, term sheets, and investor contacts
  - Start-up and founder financing
  - Government grants
  - Angel/seed financings

- Venture capital financings
- Strategic investments
- Public financings
- Protecting Intellectual Property
- Trademarks, copyrights, and trade secrets
- Development agreements
- Intellectual property audits
- Licensing
- Open source compliance
- Domain names
- International IP protections
- Web site development
- Hosting and co-location
- Web site terms of use
- Data use and exchange
- Customer and service
- Compliance
  - Gramm-Leach-Bliley Act
  - Health Insurance Portability and Accountability Act (HIPAA)
  - Children’s Online Privacy Protection Act (COPPA)
  - Red Flag Rules (FCRA)
  - State security breach notification laws
  - European Union Data Privacy Directive
- Data use and protection
- Employee policies
- Strategic alliances and joint ventures
- Tax matter
- Outsourcing
- International matters
- Mergers and acquisitions
- Liquidity and exits
- Trademark, copyright, trade secret, and patent infringement
- Unfair competition and deceptive trademark practices
- False advertising
- Cybersquatting and other domain name infringements
- Warranty and contract matters
- Tech Agreements

- Information Security and Privacy
- Corporate Transactions
- Dispute Resolution and Litigation

You have a vision for your business and its position in the marketplace. You also realize that your future success is based on the value and protection of your technology and intellectual property. Each stage of your company's development requires different tactics and strategies. We understand your priorities, and will help you get to where you want to go.

## Experience

### Representative Experience

- Assist numerous start-up entities and assist in founder matters and capitalization
- Negotiate technology licenses involving universities and others
- Draft and negotiate software license, professional services, and service level agreements
- Prepare and update template agreements for uniform and consistent use
- Represent companies and investors in angel and venture capital financings
- Prepare SAAS, Cloud, and social commerce customer agreements
- Develop Web page privacy policies and terms of use
- Assist public software company in multiple acquisitions
- Clear, register, protect, and defend trademarks and copyrights
- Perform intellectual property audits for companies of all sizes