



# Hanson Bridgett Practice Group Technology

Hanson Bridgett's Technology Practice was formed with three guiding principles. First, we recognize that a technology company's most valuable assets are likely found in ground-breaking concepts, designs, and products rather than in the "brick and mortar" assets of many traditional companies. Second, we believe that technology companies operate in a unique environment where their success depends on a deep understanding of the governing law as well as an appreciation of the economic realities of a competitive and ever-changing marketplace. Third, we believe our clients are best served when we bring a wide range of legal expertise to bear on their complex legal matters. These three principles help guide our advice on individual matters and the way we engage with the more than 150 attorneys at Hanson Bridgett to best serve our clients.

Our Technology Practice provides comprehensive advice on issues critical to the success of companies at all stages of their growth and advises companies that range from start-ups to established Fortune 500 companies. We advise clients in a diverse range of sectors, including semiconductors, software, Internet and e-commerce, technology investors, medical devices, digital media, biotechnology, cloud computing, and technology trade associations. We provide legal services to our technology clients on corporate issues that impact formation, financing, governance and growth. We work closely with our clients to identify and protect their valuable intellectual property assets, procure and license important technologies, enforce critical intellectual property rights to protect their competitive advantage, and defend against claims of intellectual property infringement that may undermine their economic



success. Finally, we work closely with our respected colleagues in practice areas as diverse as Labor and Employment, Real Estate and Construction, and Business Litigation to serve our technology clients' wide-ranging legal needs.

## Primary Services for Technology Clients

### Corporate and Emerging Companies

Hanson Bridgett's clients benefit from the depth of our experience in advising technology companies on the complex legal issues they face during all stages of growth. Our attorneys advise private and public technology companies, as well as the venture capital and angel investors that finance them, in matters encompassing entity formation, debt and equity financing, mergers and acquisitions, public securities offerings, SEC reporting, stock option plans, tax planning, corporate governance, the design of complex capital structures, and general corporate law issues that impact their organization and growth.

### Exemplary Corporate and Emerging Companies

#### Services:

- Entity formation and governance
- Tax compliance
- Securities reporting and regulation
- Securities offerings
- International and cross border transactions

- Equity financing and securities law compliance
- Debt financing and secured transactions
- Emerging companies and venture financing
- Real estate and equipment leasing
- Mergers and acquisitions

### Patent and Intellectual Property Litigation

When intellectual property disputes arise, our IP litigators often negotiate pre-litigation resolutions that spare our clients the legal expenses of taking matters into court. When it serves the clients' interests, however, we aggressively litigate patent and intellectual property cases in courts throughout the United States. We have represented our clients in many of the most popular patent litigation venues, including the Eastern District of Texas, the Eastern District of Virginia, the District of Delaware, the Central and Northern Districts of California, the Northern District of Illinois, and the Federal Circuit Court of Appeals in Washington DC. We also represent clients in specialized tribunals such as the Patent Trial and Appeal Board (PTAB), Trademark Trial and Appeal Board (TTAB) and the International Trade Commission (ITC).

Our IP litigators include attorneys who have engineering degrees and who have been admitted to practice before the United States Patent and Trademark Office. These respected attorneys have litigated and tried patent infringement matters in a broad range of complex technologies including semiconductor materials and fabrication processes; semiconductor power technologies (MOSFETs and IGBTs); FLASH and DRAM devices, microprocessor



designs; computer networking devices; software and business methods; hardware and software security; encryption; fiber optic switches; optics and optoelectronics; optical character recognition; communications and telecommunications devices; motion detection devices; packaging equipment; motors; manufacturing systems; medical gas plasma sterilizers; electrical circuits; textile chemistry; oil exploration; transportation; electronic toys; cosmetics; consumer products; and fertilizers.

In addition to these varied patent infringement matters, we successfully advocate for our clients in a wide array of intellectual property matters that include claims of trademark and trade dress infringement, trade secret misappropriation, and copyright infringement.

**Exemplary Patent and Intellectual Property Litigation Services:**

- Patent infringement
- Inter Partes Review
- Licensing disputes
- Domain name disputes
- Trademark and Trade dress infringement
- Software performance matters
- Trade secret misappropriation
- Copyright infringement
- Inventorship disputes

**Intellectual Property Counseling**

Intellectual property plays a central role in the development of any technology company. Well-documented IP rights may aid in attracting investors; dispel disputes with corporate partners, employees and former employees; protect a company's market share; and form a strong foundation for continued growth and success. Conversely, disputes regarding intellectual property, such as the ownership of patents or trade secrets, the scope of technology licenses, or the rights of former employees to exploit a company's valuable IP, has derailed many promising technology companies.

Our intellectual property attorneys work closely with our technology clients to solve a myriad of issues relating to the protection and enforcement of intellectual property rights and to protect against future claims of intellectual property infringement. Our sophisticated intellectual property practice includes advising our clients on matters relating to IP due diligence; advertising and promotion; the preparation of appropriate non-disclosure, employment and consulting agreements; technology licensing and procurement; Internet law issues such as privacy policies and terms and conditions of use; and the implementation of trade secret protection programs. Our IP clients range from large corporations to start-ups to individuals.

**Exemplary Intellectual Property Counseling Services:**

- Copyright and trademark registration, protection and enforcement
- Trade-secret protection

- Trademark clearance, selection and corporate branding
- Patent strategy, clearance and analysis
- Confidentiality, non-disclosure and consulting agreements
- Software and technology development and licensing agreements
- Web and e-commerce
- Web site notices, disclaimers, terms of use and privacy policies
- Technology procurement and acquisition
- Technology transfer
- Co-branding, joint venture, and alliance agreements
- Distribution, OEM, and VAR agreements
- Patent licensing agreements
- IP due diligence and audits

### **Serving Technology Clients' Broader Legal Needs**

Attorneys in Hanson Bridgett's Technology Practice work closely with our colleagues in many other practice areas so that we may provide a broad array of legal services to our clients.

We work closely with attorneys in our nationwide Litigation and Dispute Resolution Practice to successfully represent our clients in resolving a wide range of disputes through litigation, mediation and arbitration. We enlist attorneys from our Employee Benefits Group to address issues relating to our clients' retirement plans, employee benefits, executive and equity compensation, and fiduciary responsibility matters. We work with partners in our Labor and Employment Group to provide advice relating to employee discipline and termination, federal and state wage-and-hour law, and compliance labor laws such as the Family Medical Leave Act, the California Family Rights Act, the Americans with Disabilities Act and workers' compensation regulations. Our Labor and Employment attorneys also help our clients develop appropriate training programs to address employment law matters and to create employment forms such

as personnel policies, employment contracts, and applications. When the need arises, our Labor and Employment attorneys also defend our clients against claims related to employment discrimination, harassment, wrongful termination, and contract administration.

Attorneys in our Real Estate and Construction Groups are available to assist growing technology clients with developing and acquiring the land and facilities they need. They also specialize in Integrated Project Delivery in particular with large technology campus construction projects. Lastly, our Insurance Recovery Practice advocate on behalf of our clients to obtain coverage for a wide range of incidents.

### **Technology Procurement**

Hanson Bridgett attorneys routinely negotiate complex system-integration contracts involving the licensing of multiple technologies, and we regularly advise our clients on the contractual interplay between IP indemnities, software warranties, and licensing/maintenance agreements that arise in multi-vendor projects. We are often involved from the inception of these projects, and advise our clients through the original procurement process, contract negotiation, and contract administration.

Hanson Bridgett's government practice attorneys are expert in helping our clients protect their valuable intellectual property when contracting with government entities. Particularly when the customer is a government agency and a project is funded with public funds, special rules may apply that could impact confidentiality and intellectual property rights. Finally, Hanson Bridgett attorneys are expert at prosecuting and defending bid protests pertaining to government contracts and can help make sure that your firm is treated fairly and allowed to compete on an even playing field for government contracts.