

## Technology

The technology industry drives the modern economy, and it is imperative clients have a law firm that fully understands the industry as well as the law. White and Williams' lawyers devote substantial time and resources to understanding industry developments and trends that affect fundamental aspects of our clients' businesses and apply that knowledge to devise legal strategies to further their business goals. Whether protecting IP portfolios and other assets, managing talent, obtaining financing, exploring new partnerships, or resolving complex commercial disputes, our industry experience and foresight remains steadfast in a rapidly evolving market.

By collaborating across multiple practice areas, our team looks at all aspects of the business and legal issues that affect our clients. We are experienced counseling clients in the gaming and entertainment, robotics, healthtech, fintech, insurtech, software and manufacturing spaces, among others. Our lawyers provide transactional support, litigation representation and counsel on a range of business and legal issues, including intellectual property, licensing, mergers and acquisitions, finance and investment, complex business disputes, cybersecurity, privacy, product liability, labor and employment, and executive compensation.

## Areas of focus

### Intellectual Property

Intellectual property is central to technology development. Every day, we answer the question "how can we protect what our clients create?" We help technology companies patent inventions and designs, clear and register trademarks, and negotiate technology licenses and development agreements. When matters become litigious, our team of experienced IP litigators handle disputes efficiently and effectively as they have done for hundreds of clients in the past.

### Cybersecurity and Data Protection

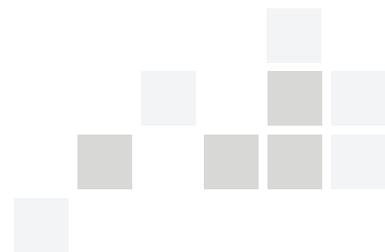
We provide a range of pre- and post-breach services and conduct due diligence for technology companies entering into business agreements. We are well-versed in the data security and privacy regulatory landscape and counsel companies on maintaining compliance with GDPR, CCPA and more. We draft policies and procedures, including incident response plans, respond to requests for certification of compliance from regulators and business partners, conduct training and establish third-party vendor management programs. We apply the same knowledge to ensure clients inheriting new technology programs through a merger or acquisition maintain compliance and the highest security standards. In

### INDUSTRY CONTACT

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### RELATED PRACTICES

50-State Surveys and Regulatory Compliance  
Blockchain and Digital Assets  
Commercial Litigation  
Corporate and Securities  
Cyber Law and Data Protection  
Finance  
Financial Restructuring and Bankruptcy  
Healthcare  
Insurance Coverage and Bad Faith  
Intellectual Property  
International  
Labor and Employment  
Litigation  
Product Liability  
Tax  
Technology Transactions  
Trusts and Estates



the event of a data breach, our incident response team takes immediate action to assist companies in the appropriate investigation and notification procedures, including coordinated public relations efforts.

## Corporate, Finance and Business Transactions

We advise technology companies in entity formation, structuring and governance, and guide them through early, growth and mezzanine stage capital raising, including equity, debt, and SAFE financings, as well as capital markets financing via IPOs and SPAC-based listings. When companies pursue mergers, acquisitions, sales, divestitures, joint ventures and other strategic alliances, we handle all aspects of the transaction, including conducting due diligence reviews of technology portfolios and crafting license agreements to protect our client's IP ownership and interests. We also conduct due diligence on third-party vendors and draft and negotiate commercial agreements. We have extensive experience advancing tech companies' interests in bankruptcy and workout matters, including assumption and assignment disputes involving license agreements and other contracts, acquisition of IP and other distressed assets, and strategies to maximize recoveries in customers' bankruptcy cases.

## Complex Commercial Litigation and Dispute Resolution

Disputes arising in the technology world require a team of lawyers capable of understanding complicated facts underlying parties' claims and defenses and who have a deep knowledge of statutory, contractual, and common law rights and obligations. We provide a multifaceted team of lawyers who learn the facts and know the law, but who also have decades of high stakes trial experience. Because business disputes often demand a business resolution, we also offer our experience negotiating and settling such cases. Our lawyers have a track record of success navigating emerging issues in IP and data protection, defending clients' cutting-edge technologies, enforcing and defending contracts, prosecuting and defending trade secret claims, prosecuting and defending Lanham Act and common law unfair competition claims, resolving a broad range of business disputes, and defending third-party liability claims and product recalls. No matter the issue, we maintain sensitivity to disclosure of proprietary information and compliance with the rules of discovery.

## Employment and Business Insurance

Our lawyers provide advice and representation on a variety of employment and insurance matters affecting how technology companies do business. We counsel and defend technology companies with respect to matters that involve wage and hour compliance (including classification audits regarding independent contractors and overtime wages), discrimination, retaliation, harassment, protection of trade secrets and confidential business information, and leaves of absence and return to work issues. We assist with the development and implementation of employment agreements (including provisions that address IP ownership and assignment issues), handbooks and policies, drug testing and employee training, including anti-sexual harassment training. We help companies minimize risk associated with employee discipline and terminations and actively negotiate severance packages and general releases to resolve employment disputes. Our lawyers also assist technology companies by assessing risks, including those arising from various contractual relationships with vendors, clients, and other third-parties, to determine appropriate insurance coverage. We also have extensive experience navigating the complex regulatory insurance landscape applicable to insurtech startups and technology companies in general.

## CASES & DEALS

ROAR for Good Awarded Patent for Wearable Device Mesh Network System  
9.30.21

White and Williams Represents Autonomous Robot Manufacturer UBTECH in New Product Launch  
1.12.21

White and Williams Lawyers Deliver for Augmented Reality Company ImagineAR  
12.16.20

White and Williams Assists Japanese IT Client in Cross-Border Joint Patent Application Agreement  
11.12.20

Pennsylvania Waiver Granted for Ghost Robotics Amidst COVID-19-Related Closures  
3.25.20

## NEWS

White and Williams Lawyers Help YUV Obtain First Patent for Custom Hair Color Dispenser  
9.22.23

## PUBLICATIONS

Generative Artificial Intelligence: Calling for a New Legal Front  
*Client Alert*, 1.16.24

How to Patent Safety (Podcast)  
*Reliability Leader with Adam Bahret*, 10.20.21

Three California Ballot Initiatives Seek Legalization of Sports Betting in 2022  
*House Rules*, 9.28.21

Florida State-Tribal Gaming Compact Receives Tacit Approval from US Department of Interior, Moving State Closer to Sports Betting Launch  
*House Rules*, 8.11.21

Are Insurance Brokers the Next Target for Claims Arising From the Pandemic?  
*The Legal Intelligencer*, 7.26.21

Several States on Track for Fall 2021 Sports Betting Launch, Others Look to Q4 2021 and Beyond  
*Gaming Alert*, 7.22.21

PA House Introduces Esports Betting Legislation  
*Gaming Alert*, 7.1.21

Louisiana Legislature Passes Bill Establishing Framework for Retail and Online Sports Betting  
*Gaming Alert*, 6.11.21

Florida-Seminole Sports Betting Gaming Compact Passes Legislature, but Court Challenges Are Expected  
*Gaming Alert*, 6.10.21

Legal Use Case 7 Part III: The Analysis  
*Apex Ridge Reliability*, 6.3.21

Connecticut Legislature Passes Bill Legalizing Retail and Online Sports Betting, Online Casino Gaming, and DFS  
*Technology Industry Alert*, 5.27.21

Legal Use Case 7 Part II: The Prescription  
*Apex Ridge Reliability*, 5.19.21

Sports Betting Vendor and Supplier Licensing: A Primer for Industry Newcomers  
*Gaming Industry Alert*, 5.14.21

Legal Use Case 7: A Conversation  
*Apex Ridge Reliability*, 5.11.21

Making Safer Robotic Devices  
*The Journal of Robotics, Artificial Intelligence & Law*, Volume 4, No. 4 | July – August 2021

Florida Reaches Deal on 30-Year Gaming Compact Authorizing Retail and Mobile Sports Betting Under Exclusive Control of Seminole Indian Tribe  
*Technology Industry Alert*, 4.27.21

Arizona Legalizes Retail and Online Sports Betting, Daily Fantasy Sports Contests  
*Technology Industry Alert*, 4.20.21

Maryland Authorizes Retail and Online Sports Wagering, Seeks to Boost Industry Diversity  
*Technology Industry Alert*, 4.16.21

New York Legalizes Mobile Sports Wagering  
*Technology Industry Alert*, 4.15.21

Products Liability Law Slow to React to Growing Demand for Commercial Drone Use  
*The Legal Intelligencer*, 3.17.21

HITECH Act Amendment Offers New Incentive to Reduce Fines and Other Remedies  
*Cyber Law and Data Protection and Healthcare Alert*, 1.8.21