

Technology+Law



**Larkin
Hoffman**
ATTORNEYS

▶ A TECHNOLOGY LAW FIRM

Technology businesses face a broad array of challenges – being innovative, staying competitive, finding financing, preserving assets, staying compliant with endless regulations – all while managing relationships with customers, prospects, employees, consultants, suppliers and a host of others critical to the enterprise. Today's technology markets move quickly, with customers always looking for new, improved and more efficient products and services. It is easier to deal with the risks that come in this field if you have counsel from a firm that is comfortable in this same space.

Larkin Hoffman is a technology law firm. We assist clients to maximize and leverage their capabilities, expertise, intellectual property and technology assets to achieve their business goals. Our clients include individuals and start-up companies, as well as Fortune 500 corporations in a broad range of technologies and industries, including consumer electronics, advanced manufacturing and reworking processes, computer hardware and software, medical devices, robotics, vision systems, agricultural and industrial equipment, food products and packaging, as well as internet and e-commerce technology. We help them all make decisions with confidence.

Technology Transfer and Licensing

We have extensive experience with licensing, joint ventures, divestiture, evaluating the strength of issued patents, and assisting with post grant matters, prosecution and development services, as needed. Our litigation team understands that protecting a client's valuable patent rights, technology and products is a part of a client's overall business strategy. Members of our team have the background and experience to understand the technology involved and complex legal issues that may arise.

Cybersecurity

We advise clients on a wide variety of data security projects including acquisitions of large ERP systems, arrangements with data centers, ensuring the safety of cloud-based solutions, adding bolt-on technology to existing systems and many others.



Corporate Law

Our corporate team provides a full range of services to meet the needs of start-up, growing and established organizations, whether public or private. We provide advice and assistance regarding the organization, acquisition and restructuring of entities; commercial activities; governance; financing; and the distribution of products and services. When dealing with employees, independent contractors and outside third parties, we counsel our technology clients with respect to assignment of intellectual property, confidentiality provisions and non-compete agreements.

Patents

Our patent attorneys advise clients on how to protect and leverage their innovative ideas in the United States and around the world. When litigation is necessary, we can make even the most complex information coherent and compelling to judges and juries to help secure favorable outcomes for our clients.

Trademarks, Copyrights and Brand Protection

We advise clients on a range of licensing agreements that preserve all intellectual property rights and generate revenue. Our team has developed multi-brand and global brand operating standards, analyzed the advantages of various licensing models, drafted and administered ancillary agreements, and counseled on trademark licensing relationship issues. We also assist with license terminations and renewals as well as unique product development and expansion issues, including competitor encroachment, product convergence and brand improvement plans.

Government

Our bipartisan government relations team represents clients as they engage with all levels of government: local, state and federal. We work with lawmakers, agency decision makers and local units of government to resolve issues for businesses, trade associations and nonprofit organizations. Our experienced team navigates through fast-paced political environments to ensure that our clients' interests are protected and goals achieved in a timely and cost-effective manner.

The Cray logo consists of the word "CRAY" in a blue, sans-serif, uppercase font.The SRC Computers, LLC logo features the letters "SRC" in a large, bold, red, sans-serif font, with "SRC COMPUTERS, LLC" in a smaller, black, sans-serif font below it.The Rudolph Technologies logo features the word "RUDOLPH" in a large, black, serif font, with a blue circle around the letter "O". Below it, the word "TECHNOLOGIES" is written in a smaller, black, sans-serif font.The DirectStream logo features a stylized "D" and "S" in grey and red, with a red diamond shape between them. Below the letters, the word "DIRECTSTREAM" is written in a black, sans-serif font.The RTI logo features the letters "RTI" in a stylized, purple, italicized font.

IN GOOD COMPANY

Technology companies in Minnesota and throughout the United States rely on Larkin Hoffman's knowledge and experience.

The Larkin Hoffman Attorneys logo features the name "Larkin Hoffman" in a large, black, serif font, with "ATTORNEYS" in a smaller, blue, sans-serif font below it.



Craig Lervick | 952-896-3245 | clervick@larkinhoffman.com

Craig is an intellectual property attorney who assists technology companies in many of their business activities. He represents clients in patent prosecution and advises them on patent issues in the U.S. and abroad, helping businesses to develop and manage a patent portfolio that will complement their business activities. Craig also provides assistance in product design and development, helping clients to minimize infringement risks during product development. He has dealt with issues in many technology areas, including mechanical devices, electrical/electronic devices, software, business methods, medical devices and manufacturing. Craig also advises his clients on patent and technology-related disputes.



Todd Fronек | 952-896-3295 | tfronek@larkinhoffman.com

Todd advises businesses – from small and emerging companies to large, multinational technology corporations. He provides strategic advice to clients in determining the value and importance of intellectual property assets to business objectives. In his practice, Todd routinely develops an integrated approach among investors, engineers, marketers and business executives to analyze, develop and implement effective IP commercialization and protection strategies.



Patrick Cole | 952-896-3263 | pcole@larkinhoffman.com

Patrick represents businesses in matters including mergers, acquisitions and divestitures, real estate development, joint ventures, complex business transactions, compensation arrangements, and compliance matters.



Amanda Matchett | 952-896-6712 | amatchett@larkinhoffman.com

Amanda practices in the area of intellectual property with a focus on trademark, copyright and technology transactions. Amanda has local and international experience in the food, manufacturing, technology and healthcare industries.



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Top 10 Tips

Legal Tips for Technology Companies

- 1 Play it Straight.** Understand regulatory compliance involved in buying, selling or licensing technology-based product or services.
- 2 It's Good to be Competitive.** Perform due diligence on competitors' business models, intellectual property assets and strategy for growth.
- 3 Protect Your Competitive Advantage.** Align your business strategy with your intellectual property protection strategy.
- 4 Control Your Assets.** Require agreements with employees, independent contractors and consultants that govern confidentiality, non-compete provisions and assignment of intellectual property rights.
- 5 Stay on Plan.** Conduct periodic reviews of your R&D, marketing and operational efforts to keep your policies aligned with your goals.
- 6 Protect Your Data.** Implement industry best practices in your data privacy and cybersecurity policies.
- 7 Understand Risks.** Devise a plan of action that identifies potential liability concerns involved with bringing new products to market, such as infringement, product liability and antitrust.
- 8 Identify Synergies.** Create in-bound and out-bound technology transfer strategies to help identify opportunities for business deals, acquisitions, joint ventures and divestitures.
- 9 Keep Your Secrets Secret.** Develop strict policies that limit access and disclosure of proprietary ideas, secrets and other valuable information.
- 10 Encourage Investment.** Design your internal governance structure and documentation process to be attractive to investors.