

MAYER | BROWN

# Technology & IP Transactions

Exponential Value. Proven Results.





X as a Service (XaaS)

social media

mobile computing

internet of things

cognitive computing Autonomics

“Big Data” analytics

Software as a Service (SaaS)

Private and Public Cloud

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Clients rely on Mayer Brown’s in-depth understanding of technology and IP transactions to secure high-value contracts, improve operations, build digital platforms and achieve compliance.

## Overview

For 20 years, our cutting-edge Technology & IP Transactions practice has helped customers develop and manage high-value relationships with providers of critical services and technology in some of the largest outsourcing and software transactions ever attempted. In recent years, we have orchestrated technology and IP transactions that have helped a growing number of clients implement digital and data-driven strategies.

Our practice includes more than 50 lawyers throughout the Americas, Asia and Europe who have achieved top ratings from prestigious directory publishers and professional associations, including Chambers, the Legal 500 and the International Association of Outsourcing Professionals. Many of our lawyers have worked as in-house legal counsel for outsourcing providers and in business or technical roles for leading outsourcing, technology and supply chain companies.

Mayer Brown’s client roster includes some of the most recognizable names in the business world, including many who turn to us repeatedly as their technology transaction needs become ever more complex. We have leveraged this experience to drive value for clients on thousands of technology and IP transactions and to advise them on market-competitive terms in areas including the following:

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Data rights, use, privacy and protections

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Digital services

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Outsourcing

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Software development, licensing and integration

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**DATA RIGHTS,  
USE, PRIVACY  
AND  
PROTECTIONS**

**DIGITAL  
SERVICES**

**OUTSOURCING**

**SOFTWARE  
DEVELOPMENT,  
LICENSING AND  
INTEGRATION**



## Data Rights, Use, Privacy and Protections

For many companies, data licenses can be a vital source of revenue, the gateway to big-data insights or a point of vulnerability in audits. Moreover, suppliers are processing a growing volume of company data, and the security of that data is only as strong as its weakest supplier’s security systems. Management of privacy and security risks with third-party providers involves three important steps for a company: selecting secure suppliers, obtaining strong contract terms and monitoring suppliers on an ongoing basis as part of an overall written information security plan.

Our team of highly rated lawyers is uniquely suited to help companies implement these risk-mitigation steps. We regularly deal with data issues in connection with outsourcing transactions, global supply chain and customer agreements, cloud deals, big data analytics, licensing, social media and mobility, and other transactions. Our lawyers negotiate issues

pertaining to the licensing and transfer of data, safeguarding of personal data and implementation of terms and conditions required for compliance with data protection and security laws.

We support clients with their data strategies, including:

.....  
Data analytics

.....  
Data licensing and rights

.....  
Data transfers

.....  
Compliance with privacy and data security laws  
in transactions and operations

.....  
Regulatory compliance in commercial  
and corporate transactions

Mayer Brown has “a deep, high-quality bench, which impresses clients and peers alike.”

– *Chambers USA*

More than

**400** KEY TECHNOLOGY & IP TRANSACTIONS  
WITH A TOTAL CONTRACT VALUE  
EXCEEDING

**\$200** billion.

"Mayer Brown is incredibly responsive and conscious of our sensitivities. This team has provided singularly exceptional client service."

– Chambers USA



## Digital Services

Our digital services lawyers have handled a wide variety of emerging-technology transactions with clients leveraging social, mobile, analytics and cloud to reduce costs, deliver "big data" insights and pursue new market opportunities. We bring exceptional insight to issues and solutions in these technology and IP transactions.

"They're very good at putting in place complex, high-value arrangements."

– Chambers USA

We have one of the largest and most experienced teams of lawyers concentrating on digital services transactions, including a core team of partners who have worked together for more than a decade. This experience translates to a better understanding of technical issues and supplier perspectives and allows us to communicate effectively with, and drive value, for our clients.

We support clients with their strategic needs, including:

Public, private, hybrid cloud and other

"as a Service" (aaS) platforms

Robotic process automation (RPA)

Artificial intelligence (AI)

Internet of Things (IoT)

Industry Utilities

Digital transformation

Fintech, insurtech, mortgagetechnology and proptech

Blockchain/distributed ledger technology (DLT)



## Outsourcing

Mayer Brown's client roster includes many of the most recognizable names in the business world. We have represented them in nearly every type of IT outsourcing and business process outsourcing transaction, including more than 400 significant technology and IP transactions with an aggregate market value exceeding \$200 billion. We add value for our clients because we see deals from all sides, understand how they work and tailor our services to their needs.

Like our Digital Services capability, our outsourcing capability is built around a core group of lawyers with more than a decade of experience working together.

". . . an excellent team of people for outsourcing agreements globally—pragmatic in their approach, with a wealth of experts they can call on."

– Chambers Global

Years of team collaboration have resulted in a deep understanding of outsourcing from myriad vantage points, allowing our lawyers to work in partnership with clients who have widely varying outsourcing needs, including:

Information technology outsourcing

Facilities management outsourcing

Finance and accounting outsourcing

Human resources outsourcing

Telecommunications outsourcing

Claims processing and other back-office outsourcing

Transitional and long-term services agreements in M&A



## Software Development, Licensing and Integration

We have represented clients for more than 20 years in system development, licensing and integration transactions, including some of the largest transactions ever attempted. Many of our lawyers have backgrounds as computer programmers or inside counsel at technology companies. We leverage that experience and market knowledge to help clients maximize value and avoid costly pitfalls in their mission-critical transactions.

In addition to our technology licensing and integration experience, our lawyers support the firm's M&A practice with transition service agreements in mergers, acquisitions, divestitures, spin-offs and other transactions.

We support these clients with their initiatives, including:

- Custom and off-the-shelf software, including ERP, claims management systems and other enterprise applications
- Open-source software policies and licensing
- Software, systems and other technology development
- Agile development

The practice “has cornered the market, thanks to its lawyers with great perspective.”

– *Chambers USA*

2009–2019 **Top Law Firm**

– *International Association of Outsourcing Professionals*

2004–2020 **Band 1** Technology and Outsourcing

2019–2020 **Band 2** Fintech

2021–2022 **Band 1** Technology

– *Chambers USA*

2008–2022 **Tier 1** Outsourcing Firm

2020–2022 **Tier 1** Fintech Firm

– *The Legal 500*

2016 **Practice Group of the Year** Technology

2016–2020 **Law Firm of the Year**

– *Law360*



Mayer Brown is uniquely positioned to advise the world's leading companies and financial institutions on their most complex deals and disputes. With extensive reach across four continents, we are the only integrated law firm in the world with approximately 200 lawyers in each of the world's three largest financial centers—New York, London and Hong Kong—the backbone of the global economy. We have deep experience in high-stakes litigation and complex transactions across industry sectors, including our signature strength, the global financial services

industry. Our diverse teams of lawyers are recognized by our clients as strategic partners with deep commercial instincts and a commitment to creatively anticipating their needs and delivering excellence in everything we do. Our "one-firm" culture—seamless and integrated across all practices and regions—ensures that our clients receive the best of our knowledge and experience.

Please visit [mayerbrown.com](http://mayerbrown.com) for comprehensive contact information for all our offices.

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