



MAYER | BROWN

# DATA RIGHTS IN TECH AND OUTSOURCING TRANSACTIONS

Scott Young, Jordan Elsas (Insurance Quantified), Mike Goldstein (GATX Corporation), and Paul Chandler





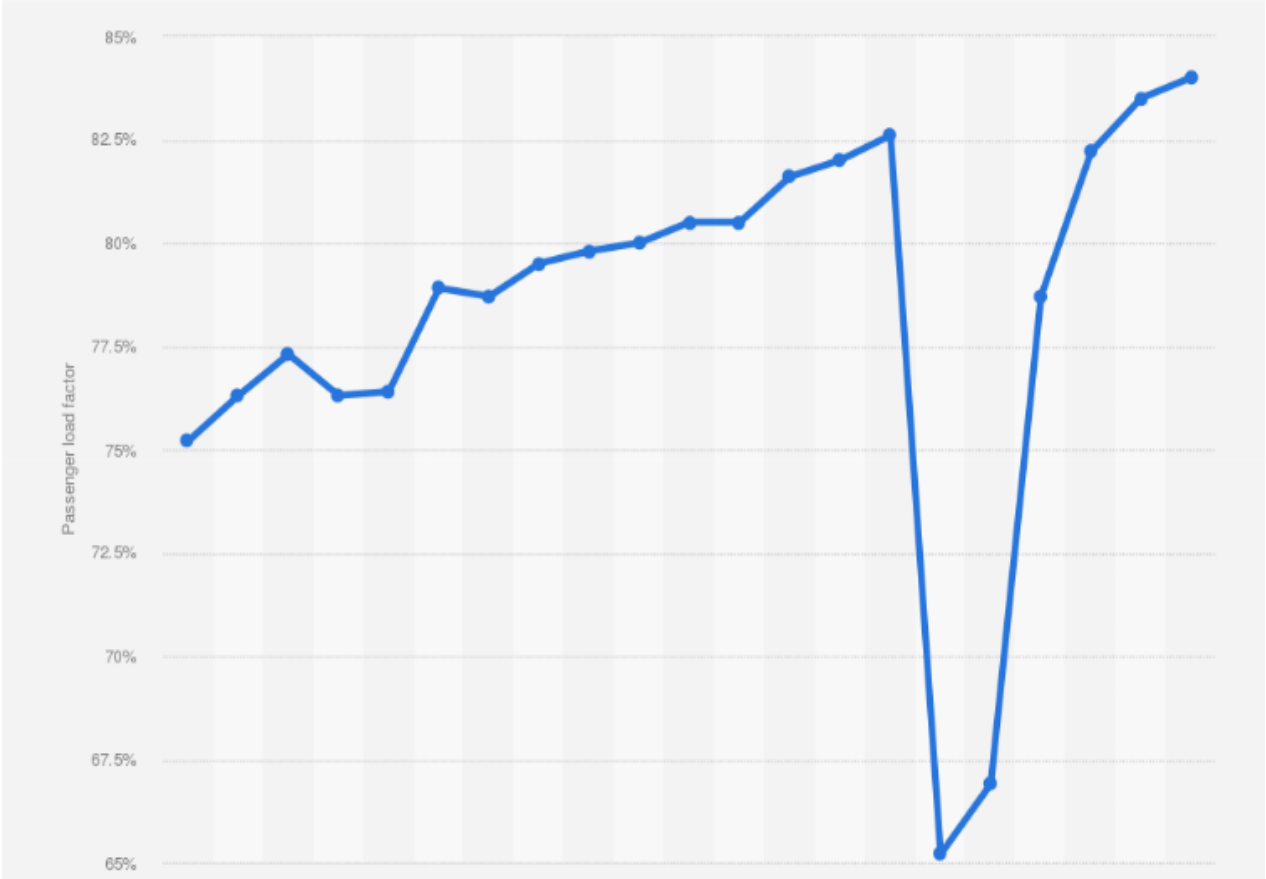
Google Maps







# AIRLINE LOAD FACTOR 2004 - 2025



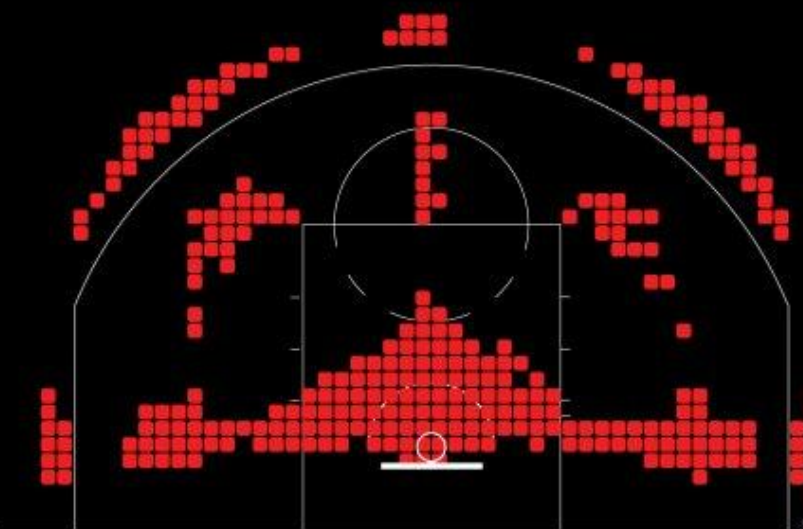
Source: Statista.com



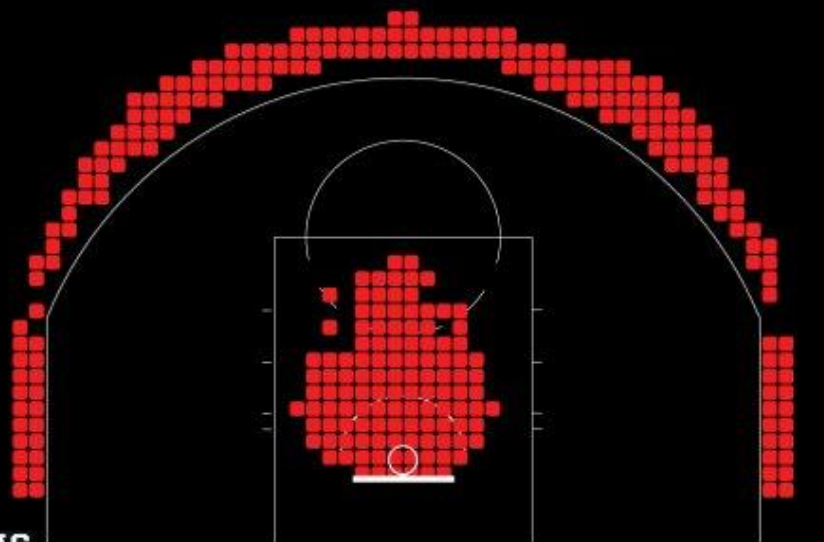
# The Game Has Changed

Top 300 Shot Locations In The NBA | 2004 vs. 2024 | By @KirkGoldsberry

2003-04 Season



2023-24 Season



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- Trade Secret
- Contractual Protections



# AVOIDING PITFALLS

- Challenging Provisions
- AI-Related Terms
- Leverage Issues
- Playbooks
- Final Thoughts





THE END