



## Licensing

### About this Area of Expertise

We assist licensors in all aspects of licensing their intellectual property rights, whether they involve trade mark, copyright, patent, industrial design, trade secrets, confidential information or know how, together or separately in a variety of agreements, including technology transfer, collaboration, joint venture, strategic alliance, partnership, agency, marketing, advertising, merchandising, publishing, manufacturing, design, distribution, packaging, sales, supply, consulting, technical assistance, development, employment, research, confidentiality, non-disclosure, independent contractor or employee contracts.

We also represent licensees in reviewing and advising on licence agreements, i.e., examining the validity or enforceability of the rights to be granted, explaining the meaning and intent of the key provisions, advising on risk and strategy, making appropriate recommendations and negotiating better terms and conditions.

### Key Contacts

Maria T. Holman\*  
Bennett Lee\*  
Ian Muirhead\*  
Tony Wilson\*