

# Data & Intellectual Assets

## Professionals

Sarah Sloan Batson

Bryan L. Baysinger\*

Sara C. Kanos

Marcus A. Manos

E. Eric Mills

Angela O'Neal\*

Jeffrey M. Reichard

Historically, the most valuable assets of virtually all businesses were buildings and equipment. In today's high-tech global economy, that has changed. Now, the intangible assets are often exponentially more valuable than the tangible assets. Attorneys in our Data & Intellectual Assets Group understand how that change impacts businesses. We are experienced in protecting assets of virtually every kind, including:

- Patents, trademarks, trade dress and copyrights
- Trade secrets, processes and know-how
- Domain names, software licenses, SaaS and development
- Hardware sales, leases, manufacturing and design

We are also adept at a wide variety of transactional issues related to technology, from drafting contracts and policies to managing the financial aspects of technology. These include:

- Content distribution arrangements for new media and video games
- Website disclaimers, terms of use, privacy policies, cybersquatting, file sharing, net neutrality and false advertising
- Technology transfer and commercialization
- Securitization of intellectual property
- Taxation of intellectual property and technology assets
- Depreciation and amortization rules

## Insights

02.05.2018

General Data Protection Regulation (GDPR) Key Facts