

Technology Transactions

Innovation creates opportunity; well-structured agreements protect and capture it.

Shartsis Frieese's Technology Transactions team helps clients develop, commercialize, acquire and share technology and data through practical, business-driven deals that safeguard their intellectual property and minimize risk.

We combine technical fluency with contractual protections that advance our clients' commercial goals while ensuring they are protected with respect to risk allocation, limitation of liability, indemnification and other key provisions that preserve our clients' leverage and long-term interests.

We represent startups, public companies, investors, universities, nonprofits and creative organizations across software, hardware, life sciences, consumer products, manufacturing and financial services. Whether productizing a new platform, integrating third-party IP or structuring a complex ecosystem, we align every deal with our clients' strategy, risk tolerance and execution realities.

What We Do

Our Technology Transactions practice spans the full range of agreements where technology, data and intellectual property drive value. We help clients structure, negotiate and close complex transactions — from SaaS and AI models to global supply chains and strategic alliances — balancing innovation with practical risk management and robust IP protection.

Experience

RELATED ATTORNEYS

[Michael B. Dell, Partner](#)

[Heather J. Durham, Associate](#)

[Kate Ekpenyong, Associate](#)

[James P. Martin, Partner](#)

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Software, SaaS & Cloud

- SaaS, cloud services, master services, data protection and service level agreements
- On-premises and hybrid licenses, EULAs and enterprise licenses
- APIs, DLLs, SDKs and developer programs
- Source-code escrow and transition services

Data, AI & Digital Content

- Data licensing, ingestion and sharing
- AI training and access; model IP ownership, usage constraints
- Generative-AI policies, vendor terms and indemnity frameworks
- Content distribution, digital media and marketplace terms

Hardware, Devices & Manufacturing

- OEM, contract manufacturing and supply agreements
- Research and design, joint development and technology transfer arrangements
- Equipment purchase agreements

Strategic Alliances, Collaborations & Monetization

- Joint ventures, strategic collaborations and co-development projects
- Inbound and outbound licensing and cross-licensing of IP, including patents, trademarks, copyrights and trade secrets
- Private-label, white-label and co-branding agreements

Sales & Distribution

- Reseller and value-added reseller (VAR) agreements
- Distributor and master distribution agreements
- Sales representative agreements
- Supply and fulfillment contracts
- Channel partner and referral program agreements

- End-user sales, warranty and support agreements

Online, Consumer & Platform Agreements

- Website and mobile-app terms of service, terms of use and EULAs
- Marketplace and platform participation agreements
- Subscription, payment and refund terms for e-commerce and consumer-facing products

Workforce IP

- Confidentiality and invention-assignment agreements
- Master services agreements
- Independent contractor agreements

University & Standards-Body Engagement

- University and research-institute licensing and sponsored-research agreements
- Participation and IP frameworks in standards-setting organizations
- Consortium Agreements

Industry & Technical Strength

- Technology & software
- Semiconductors & hardware
- Life sciences & medical devices
- Construction & manufacturing
- Consumer products & retail
- Food, beverage & agriculture
- Education & EdTech
- Nonprofit & philanthropy
- Arts & creative
- Investment management & financial services

- Real estate