Licensing

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James P. Martin, Partner

Shartsis Friese's intellectual property attorneys help clients structure licensing agreements that turn innovation into opportunity.

Licensing is at the core of how innovation is shared, monetized and protected. Shartsis Friese advises technology companies, manufacturers, engineers, investors and content creators on structuring and negotiating licensing transactions that advance their business goals while preserving long-term intellectual property value.

Our attorneys combine technical depth with practical business insight to help clients transform intellectual property and proprietary know-how into strategic growth opportunities.

Technology and IP Licensing

We represent both licensors and licensees in structuring technology, patent, copyright, trademark and know-how license agreements. Whether clients are developing new software, manufacturing hardware systems or integrating automation and robotics into their operations, we design agreements that define rights clearly and minimize future risk.

Our experience includes inbound and outbound technology licensing, SaaS and API access agreements, software and hardware distribution arrangements, data-use and content-sharing licenses and joint development projects. We also advise on cross-licensing, open source compliance and interoperability issues in complex technology ecosystems.

Engineering, Manufacturing and Mechanical Systems

Our lawyers work with clients in industries where product innovation and

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technical precision are paramount, including industrial automation, computer hardware and software, consumer products and mechanical engineering. We assist with agreements covering design collaborations, component supply and integration, and technology transfers that allow companies to scale efficiently while protecting trade secrets and proprietary methods.

Commercialization, Brand and Content Licensing

Our team assists consumer products, software and media clients in structuring brand-extension, co-branding and private-label agreements. We ensure that licenses maintain quality-control standards and compliance with U.S. trademark law while maximizing brand value.

We also negotiate merchandising, publishing and digital distribution licenses that help clients expand market presence while retaining ownership and creative control.

Corporate Transactions and Due Diligence

Licensing issues often play a pivotal role in mergers, acquisitions and investments. We conduct intellectual property due diligence for both company-side and investor-side clients, evaluating the scope, assignability and exclusivity of licenses, as well as restrictions on transfer or change of control.

Post-closing, we assist clients in integrating license portfolios, renegotiating third-party agreements and addressing compliance under open source and technology transfer frameworks.

Representative Matters

- Advised a technology company on licensing third-party patents to launch a new product line, minimizing royalties and ensuring freedom to operate without infringement risk.
- Structured a technology license of patents, trade secrets and know-how to a noncompetitive licensee, monetizing underused assets while limiting liability.
- Represented a nonprofit supporting large-scale art installations and participatory events in licensing of its trademarks to a developer of a virtual reality platform while maintaining brand integrity.
- Negotiated white label and private label software licenses for an

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engineering software provider, allowing licensees to offer rebranded versions under their own marks.

- Drafted a software and algorithm license for a hedge fund, enabling licensees to use proprietary "black box" models without revealing trading strategies.
- Negotiated a photography license for a nonprofit organization to create and use original imagery in furtherance of its mission.
- Drafted a content license for an education nonprofit to distribute learning materials while preserving copyright and attribution rights.

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