

# Technology & Media Transactions

In an evolving marketplace, the ability to keep pace with rapid-fire technological advances often means the difference between success and failure.

Members of our Technology & Media Transactions practice understand the complex business and legal challenges—and opportunities—posed by technological innovations. We provide proactive counsel and effective, results-driven solutions across the full spectrum of technology and media transactions, serving a diverse roster of clients ranging from authors and startups to market-leading Fortune 500 companies.

We not only understand our clients' goals, we share their passion for success. Drawing on our deep domain experience across the technology, life sciences, entertainment, e-commerce, adtech, and fintech sectors, we help innovators meet and exceed their business goals.

Technology transactions often break new ground, addressing novel legal issues and requiring a thorough understanding of the innovation ecosystem. Our experience with hundreds of companies in every area of this burgeoning sector has led to an exceptional track record of leading clients through successful transactions. We regularly craft agreements for entrepreneurs launching innovative startups, advise established businesses on complex intellectual property matters, negotiate open source and other software licensing or hosting arrangements, and counsel clients on the full spectrum of regulatory compliance and data security and privacy issues.

## EXPERIENCE

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- > Represented Ethoca, a global provider of technology solutions that help merchants and card issuers collaborate in real-time to quickly identify and resolve fraud in digital commerce, in its acquisition by Mastercard (NYSE: MA). (April 2019)
- > Represented Cambium Learning Group, Inc. (Nasdaq: ABCD), a leading SaaS educational technology solutions company, in its \$900 million acquisition by Veritas Capital, a New York-based private-equity firm. (December 2018)
- > Represented Cambium Learning Group, Inc. (Nasdaq: ABCD), a leading SaaS educational technology solutions company, in its acquisition of VKidz Holdings Inc., an educational technology company delivering comprehensive online curriculum for PreK through 12th grade students. (December 2018)

## HONORS & AWARDS

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- > **World Trademark Review: World Trademark Review (2012-2020)**  
Listed among the preeminent trademark practices in *World Trademark Review 1000 - The World's Leading Trademark Professionals*
- > **World Trademark Review (2019, 2020)**  
Recognized among leading global trademark practitioners
- > **Leadership Council on Legal Diversity: Fellows Program (2018)**  
Landmark program created to identify, train, and advance the next generation of leaders in the legal profession
- > **Lexology: Client Choice Award (2020)**  
Winner of intellectual Property: Trademarks Category
- > **IAM Global Leader (2020)**  
Recognizing experience relating to creating, protecting, managing, transacting, and enforcing critical patent rights as well as ability to innovate and inspire in delivering for clients
- > **Crain's: Notable Women in Law – New York (2021)**  
Recognizing women lawyers who have impacted New York City through their distinguished careers and exceptional civic and philanthropic activities