

## Commercial Contracts

Lowenstein's Commercial Contracts practice group focuses on the full spectrum of commercial contracts across a wide range of industries, including ad tech, fintech, life sciences, software, big data, social media, blockchain, media and entertainment, retail (online and brick and mortar), beauty, fashion, and food and beverage.

Unlike other firms, which typically do not have a team of attorneys dedicated solely to commercial contracts, our multidisciplinary group focuses on providing practical, efficient, and responsive business and legal services in connection with all facets of the contracting process.

Our team of experienced drafters and negotiators understands that in the world of contracting, there is no such thing as a one-size-fits-all agreement. We seek to understand not only our clients' products, services, and businesses, but also the industries in which they operate, their customers, their competitors, and the commercial realities of their markets. By taking a deep dive into these areas, we can better assess, understand, and help achieve our clients' goals.

Our clients range from startup and mid-market companies to large private and public corporations and universities.

Our attorneys regularly advise clients on the following types of agreements:

- Nondisclosure/Confidentiality Agreements
- Services and Master Services Agreements Personal and Professional Services Consulting Services Software-as-a-Service Platform-as-a-Service Blockchain-as-a-Service
- License Agreements Software Data Trademarks Patents Copyrights Content Persona Rights
- Research Agreements Product Development Sponsored Research Unrestricted Grants Material Transfer Agreements Clinical Trial Agreements Investigator Agreements Contract Research Organization
- Manufacturing Agreements Toll Manufacturing Filling Packaging Supply
- Marketing and Sales Agreements Marketing and Promotions Sponsorships Product Placements/Product Integration Influencers Distribution Joint Development Reseller/Value-Added Reseller Sales Representative/Referral OEM Co-Promotion Inventory Management Fulfillment Wholesaler Third-Party Logistics

Lowenstein's Commercial Contracts practice group helps companies gain a competitive advantage through the conceptualization, drafting, and negotiation of your most important agreements. Let us help you get to "yes."