

BUSINESS ENTERPRISE

## Technology Startups and E-Commerce

Businesses hoping to profit from electronic commerce and information technology, or IT, confront a maze of legal issues that foreordain the need to partner with counsel before launching new ventures or reviving existing ones. Without preemptive legal guidance, a company faces untold obstacles in achieving its goals. Its attorneys must understand technology as well as value it, possess expertise in international business matters and craft creative solutions to challenging problems. These qualities are key in helping any business develop the strategies necessary to establish a presence in cyberspace and to compete in the international marketplace.

Our attorneys have represented a wide range of clients regarding hardware and software purchasing and licensing, website development, telemedicine, electronic mail, IT policy and the manufacturing, marketing, distribution and sales of products and services worldwide. We regularly handle complex business-to-business transactions involving linking, sharing and licensing, and we are well-versed in such important business-to-consumer issues as electronic interface development. We are equally experienced at structuring and negotiating e-commerce transactions and in resolving disputes when they occur.

Many of our clients—entrepreneurs demonstrating a depth of knowledge belying their years—seek legal guidance on both technological issues and more traditional aspects of law, such as capital development, intellectual property rights, contracts, litigation, labor law and regulatory compliance. Other clients from more traditional industries require our help in negotiating a complicated realm remote from their experience. We address the unique needs of each client by assembling a cross-disciplinary team to tackle the vagaries of an industry that continues to define itself.

Recently we advised a large merchant bank about the design, application and publication of a website dedicated to information on securities and offerings of commercial paper and medium term notes. We have negotiated agreements with most major tech vendors and have structured co-development contracts for a large medical center. On the international front, we have represented a large overseas publisher on Internet-based claims, including trademark infringement, illegal endorsement and improper linking, credit card payments and use of images.

As innovations in global networking and electronic media continue to shape world commerce, we stand poised to help lead your business toward the future. Call us.

*A business can establish  
a global presence overnight  
using information technology  
and electronic commerce.  
It can fail almost as quickly  
without legal advisors  
conversant in technology,  
responsive to change and  
accomplished in international  
business transactions.*

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