

**Practice Areas**

- Corporate
- Intellectual Property
- Entertainment, Media and Communications
- Digital Media
- Banking and Finance
- China Practice
- Real Estate

**Education**

- J.D., State University of New York at Buffalo School of Law, 1984
- B.A., University of Colorado at Boulder, 1981

**Bar Admissions**

- New York (1985)
- Colorado (1985)

**Jeffrey C. Johnson**

Partner

[jjohnson@pryorcashman.com](mailto:jjohnson@pryorcashman.com)

7 Times Square  
New York, NY  
10036-6569

Direct Tel: 212-326-0118  
Direct Fax: 212-798-6314



Jeffrey Johnson is a partner experienced in the transactional aspects of technology and intellectual property exploitation (patents, trade secrets, trademarks and copyright) including, in particular, all aspects of mergers and acquisitions, joint ventures, strategic alliances, joint development and marketing agreements, private placements and licensing in the biotech, entertainment, Internet, pharmaceutical, software and telecommunications industries.

Jeffrey typically focuses on transactional matters principally involving intellectual property or goods and services the value of which are largely attributable to intellectual property. Representative assignments include:

- Representation of Lady Gaga in her investment in The Backplane, as reported in The New York Times on June 6, 2011
- Representation of a private equity fund in connection with the acquisition and disposition of patent portfolios and related assets
- Representation of a public biotechnology company negotiating and documenting numerous strategic alliances, research and development collaborations, co-promotion agreements, patent and know-how licenses, and other agreements relating to the development and exploitation of the company's core technologies
- Representation of a public telecommunications company in connection with a strategic reorganization to maximize the value of its patent portfolio and licensed rights
- Representation of a "file sharing" website operator in connection with the negotiation and documentation of a sale of substantially all of its assets to a foreign file sharing website operator
- Representation of a pharmaceutical company's bioinformatics group negotiating and documenting numerous strategic alliances, software development agreements and software licenses, as well as the group's form agreements for the provision of bioinformatics services and the licensing of genomic and proteomic databases
- Representation of a technology-transfer company in connection with the sale of a portfolio of patents governing web-enabled software updating, active desktop and offline browsing

- Representation of a telecommunications company in connection with its sponsored research agreements with various U.S. and foreign educational institutions
- Representation of a health services company in connection with the purchase of an information management business including a large, proprietary prescription drug database
- Representation of a European-based public company in connection with the negotiation and documentation of a strategic alliance providing for the joint development and commercialization of an ASP-based software application useful for the on-line calculation, reporting and remittance of sales tax obligations
- Representation of a public pharmaceutical company in connection with the disposition of certain patent portfolios and related clinical data and know-how useful in connection with small molecule anti-genomic therapeutics and small molecule anti-bacterial therapeutics
- Representation of a privately held company in connection with the exploitation of a large portfolio of music rights via alternative media including Internet portals, mobile virtual networks and other wireless products and services
- Representation of a public biotechnology company in connection with the negotiation and documentation of agreements providing for the further clinical development and commercialization of a Phase I pharmaceutical compound in collaboration with a Fortune 100 pharmaceutical company

Jeffrey has been an invited speaker and panelist at a variety of public and private events. He is frequently called upon by the press to comment upon intellectual property and other matters. To read samples of such press coverage, please click [here](#).

### **Previous Positions**

- BTG International, Inc., Vice President for Legal and Patents (1994-99)
- New York City Economic Development Corp., Counsel (1992-94)
- Law Offices of Dr. Mujahid M. Al Sawwaf, Associate (1989-91)
- Kirlin, Campbell & Keating, Associate (1987-89)
- Holm & Christensen, Associate (1984-87)

### **Publications**

- Co-Author (with Robert deBrauwere and Jill Braibanti), *FTC Proposes Overhaul to Children's Online Privacy Protection Rule*, Pryor Cashman Legal Update (January 2012)
- Author, *The AOL Huffington Post Deal: The End of the Beginning of the Transition?*, Acquisition International Magazine (June 28, 2011)
- Author, *Evaluating IP Assets in an M&A Transaction*, The Deal (May 28, 2010)

- Author, *Registered Agents Under The Digital Millennium Copyright Act*, Pryor Cashman Legal Update (July 2009)
- Editorial Board member, *Internet Law & Business* (2008 – present)
- Co-author (with Steven Pierce and David Parsly), *Database M&A - What's Different*, 3 Bloomberg Corporate Law Journal 128 (Spring 2008)
- Co-author (with Amanda Stevens), *Health Insurance Portability and Accountability Act-Compliant Merger and Acquisition Transactions*, 2 Bloomberg Corporate Law Journal 355 (Summer 2007)
- Co-Author, *United States, in World Online Business Law* (Andrew F. Simpson & N.Stephan Kinsella, eds., 2007)
- Author, *Statutes of Limitations Under New Civil Procedural Rules*, 12 Middle East Executive Reports 9 (1989)

### Distinctions

- Named as one of the "World's Leading Patent and Technology Licensing Practitioners" by *Intellectual Asset Management* magazine's, *IAM Licensing 250: The World's Leading Patent and Technology Licensing Practitioners* (2010 and 2011 editions)

### Other Activities

- Jeffrey provides *pro bono* legal services to the N.Y. Food Museum, a not-for-profit dedicated to encouraging people to think about the food they eat, and to Arc Finance, Ltd., a not-for-profit dedicated to promoting and expanding access to micro-finance opportunities for poor people and communities around the world

### News

- Pryor Cashman Represents Marina Biotech, Inc. in Licensing Agreement With Monsanto Company
- Pryor Cashman Named To National Law Journal's Intellectual Property Hot List
- Pryor Cashman Hosts Medical Device Panel Discussion
- Pryor Cashman Attorneys Author Legal Update About Proposed Amendments to FTC COPPA Rule
- Partner Jeffrey Johnson Talks to Law360 About America Invents Act
- Partner Jeffrey Johnson Talks to Forbes About Amazon Silk's Privacy Policy
- Partner Jeffrey Johnson to Speak at Mergers & Acquisition Conference
- Partner Jeffrey Johnson Speaks to Chicago Tribune About Changes to Groupon's Privacy Policy
- Pryor Cashman Represents Delta Galil in Acquisition of Major Apparel Brand
- Partner Jeffrey Johnson Authors Article On AOL's Acquisition of The Huffington Post
- Pryor Cashman Represents Lady Gaga In Backplane Deal

- Partner Jeffrey Johnson Interviewed on How to Keep Information Safe in WikiLeaks Era
- Pryor Cashman Will Host Chinese Guests of the U.S. Department of State for Group Discussion About Intellectual Property Rights
- Pryor Cashman Represents Cowen and Company, LLC as Underwriter in Bionovo's \$30 Million Public Offering
- Partners Colleen Caden and Jeffrey Johnson Author Legal Update on Export Attestation for Form I-129
- Partner Jeffrey Johnson Interviewed About Internet Wiretapping Proposal and Privacy Concerns
- Partner Jeffrey Johnson Speaks to Computer World About WikiLeaks and Amazon Cloud Contract
- Partner Jeffrey Johnson Authors Legal Update on Internet Privacy Policies and the EU
- Partner Jeffrey Johnson Speaks to Star-Ledger About Amazon Acquisition of Diapers.com
- Pryor Cashman Closes Acquisition of Video Chat Provider Camfrog by Paltalk
- Partner Jeffrey Johnson Speaks About Changes to Facebook and Privacy Concerns
- Partner Jeffrey Johnson Speaks to MSN About Facebook Privacy Policy
- Partner Jeffrey Johnson Named Among World's Leading Patent & Technology Licensing Lawyers
- Partner Jeffrey Johnson Interviewed by CNBC Regarding Facebook Litigation
- Partner Jeffrey Johnson Authors Article About Evaluating IP Assets in an M&A Transaction
- Partner Jeffrey Johnson Speaks to InfoTech & Telecom News About Online Privacy
- Partner Jeffrey Johnson Speaks to InfoTech & Telecom News About Remote Laptop Surveillance
- Pryor Cashman Provided Legal Counsel to Oscar Winning Film The Cove
- Partner Jeffrey Johnson Discusses Xbox Live Bans, Piracy and Three Strikes Laws with DailyTech
- Pryor Cashman Represents Javelin Pharmaceuticals in Registered Direct Offering
- Pryor Cashman Represents Teleshuttle Corporation in Sale of "Web 2.0 Search" Patents
- Partner Jeffrey Johnson Quoted In Article About Google and Microsoft Pursuit of Twitter
- Partner Jeffrey Johnson Interviewed About Twitter Copyright Issues
- Partner Jeffrey Johnson Authors Legal Update About "Registered Agents Under The Digital Millennium Copyright Act"

- Partner Jeffrey Johnson Comments on Google/Viacom YouTube Dispute in E-Commerce Times
- Pryor Cashman's Johnson and Parsly Publish Article on Importance of Electronic Databases in Mergers and Acquisitions in Bloomberg Corporate Law Journal
- Pryor Cashman Client Javelin Pharmaceuticals Completes Registered Direct Offering
- Partner Jeffrey Johnson Comments on iTunes Deal With European Commission
- Partner Jeffrey Johnson Quoted in Top Tech News Article About Motion Picture Piracy
- Partner Jeffrey Johnson Authors Article on Health Insurance Portability and Accountability Act-Compliant Merger and Acquisition Transactions
- Partner Jeffrey Johnson Quoted in Article About RIAA Piracy Case
- Partner Jeffrey Johnson Comments on Microsoft/Google Battle in E-Commerce Times
- Partner Jeffrey Johnson Quoted in E-Commerce Times About Microsoft's Vista Problem
- Pryor Cashman Client Javelin Pharmaceuticals, Inc. Closes Takedown of Shelf Registration
- Pryor Cashman Represents Henry Schein Inc. in Acquisition of Discus Dental Software
- Partner Jeffrey Johnson Speaks To Information Week About Potential Microsoft Acquisition
- Pryor Cashman Completes Three Acquisitions of Information Technology Companies for Leading Multinational Publisher

### **Events**

- Partner Jeffrey Johnson and Counsel Anne Atkinson To Participate In Corporate Counsel Institute Seminar
- Partner Jeffrey Johnson To Speak At Mergers & Acquisition Conference in Jinan City, Shandong Province
- Pryor Cashman Announces Sponsorship Of DealFlow Media Beijing Conference