

**Attorneys****Partner**

- Jeffrey C. Johnson

## **Partner Jeffrey Johnson Quoted In Article About Google and Microsoft Pursuit of Twitter**

The October 9, 2009 edition of *E-Commerce Times* featured an article entitled “Google, Microsoft and Twitter’s Golden Egg” which discussed the rumor that Google and Microsoft are in separate talks with Twitter with the goal of licensing the latter’s rich store of data.

Pryor Cashman Partner Jeffrey Johnson was interviewed by *E-Commerce Times* and told reporter Erika Morphy that being able to better target advertising is another reason Google and Microsoft might be intent on licensing the technology. Licensing the technology to offer a similar service, if that were the goal, would most likely be a white label type of arrangement.

To read the article, please [click here](#).