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## Licensing

Pryor Cashman has decades of experience handling a wide array of licensing and transactional matters involving the acquisition, transfer and exploitation of intellectual property and technology assets. Companies and individuals are becoming increasingly adept at leveraging and protecting their valuable patents, trademarks, copyrights, publicity rights, trade secrets and other intellectual property, and our clients, whether well-established public companies, high profile media executives or emerging or established artists in the entertainment field, regularly draw on our firm's expertise in this area.

Pryor Cashman's Intellectual Property and other practice groups provide a full spectrum of transactional knowledge and support through our attorneys who have licensing and corporate experience and a wide variety of legal, business and technical backgrounds. This combination gives our team a distinct advantage in advising clients at all levels with their legal and practical business interests in mind. Our ability to offer strategic counseling to clients doing business in virtually any industry is enhanced by our particular expertise and flexibility in offering real world, practical solutions to large, middle market, small and individual clients.

Licensing attorneys at Pryor Cashman are dealmakers adept in creating, drafting and negotiating all types of agreements involving the protection and exploitation of intellectual property on a worldwide basis, including:

- Co-marketing agreements
- Confidentiality agreements
- Consulting agreements
- Endorsement and promotional agreements
- Joint research and development agreements
- Joint venture agreements
- License agreements
- Representation and agent agreements
- Reseller and distribution agreements
- Technology transfer and strategic collaboration agreements
- Other intellectual property and entertainment-related transactions supporting general brand development and protection