

## TECHNOLOGY

Industry

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### PRIMARY CONTACTS

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### Keeping pace with a constantly changing technology industry.

Haynes and Boone lawyers have been helping technology companies innovate and grow since the firm was founded. What began as a practice handling intellectual property, technology transactions, software and networking matters has grown with our clients to also include working on issues surrounding the Internet, domain names, e-commerce, outsourcing, social media, cloud computing and more.

The Technology Industry Group team draws upon significant interdisciplinary experience in serving our technology clients, which range from global telecommunications companies and international manufacturers to mid-sized software providers and Internet startups. We also handle legal technology issues for clients in a variety of other industries, including energy, pharmaceuticals, financial services and healthcare, among others.

In the social media sphere, we handle cases such as misuse of intellectual property, employment policies around the use of social media, corporate structuring and financing for social media companies, as well as litigation around First Amendment and defamation issues. We also provide social media training on-site for our clients.

Within intellectual property licensing, our lawyers represent clients who need assistance with issues such as assignment of IP rights, basic IP licenses, security agreements related to IP, and more complex agreements related to cloud computing, data protection and privacy, software-as-a-service and technology licensing.

In the area of Internet domain name disputes, our Technology team routinely litigates in state and federal courts and before the Internet Corporation for Assigned Names and Numbers (ICANN). We work to acquire currently owned domain names and police trademark rights, enforcing claims for breach of contract, fraud and pretexting.