

# Data & Intellectual Assets

## Professionals

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Historically, the most valuable assets of virtually all businesses were buildings and equipment. In today's high-tech global economy, that has changed. Now, the intangible assets are often exponentially more valuable than the tangible assets. Attorneys in our Technology Law Group understand how that change impacts businesses. We are experienced in protecting assets of virtually every kind, including:

- Patents, trademarks, trade dress and copyrights
- Trade secrets, processes and know-how
- Domain names, software licenses, SaaS and development
- Hardware sales, leases, manufacturing and design

We are also adept at a wide variety of transactional issues related to technology, from drafting contracts and policies to managing the financial aspects of technology. These include:

- Content distribution arrangements for new media and video games
- Website disclaimers, terms of use, privacy policies, cybersquatting, file sharing, net neutrality and false advertising
- Technology transfer and commercialization
- Securitization of intellectual property
- Taxation of intellectual property and technology assets
- Depreciation and amortization rules

## Experience

Worldwide IP Protection

## News

07.05.2022 | News from Nexsen Pruet

Nexsen Pruet Welcomes New Intellectual Property Attorney

## Insights

02.05.2018

General Data Protection Regulation (GDPR) Key Facts