

## IP Licensing, Commercialization, and Technology Transfer

IP can be exploited, commercialized, or transferred in many ways. We understand them all. IP rights must be secured to protect against infringements and attacks. Licensing agreements have to comply with local laws and address how different countries treat IP. They also need to cover potential risks and provide solutions to issues that may arise during the term of the contract. We make sure your licensing agreements cover everything you care about.

It doesn't stop there. Our team structures, drafts, and negotiates agreements. Many of our lawyers hold advanced degrees in technical and scientific disciplines. We don't just know IP — we also understand the technology and processes behind what makes it so important to protect.

### Representative experience

Advising large Japanese pharma company on its bid for a licence for a cancer drug from a UK biotechnology company involving a review of the patent situation in 19 jurisdictions.

Advising a public sector organization on the establishment of a US\$800m SAP-based business transformation framework agreement.

Advising a manufacturer of construction equipment on IP licenses and technical services agreements in joint ventures with Chinese and Japanese entities.

Advising Genzyme on its strategic agreement with Bayer

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### Practices

Copyright

Patents

Trademarks and Brands

Domain Names

Intellectual Property

IP and Technology  
Transactions

Trade Secrets and  
Confidential Know-how

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regarding Genzyme's hematologic oncology portfolio, including worldwide rights for Alemtuzumab (earn-out arrangement).

## Latest thinking and events

### Brochures

Hogan Lovells automotive and mobility thought leadership paper

### Analysis

Litigating Intellectual Property Issues: The Impact of AI and Machine Learning

Wearable technology - IP opportunities and risks

### News

How to Secure the Right Type of IP Protection for Wearable-Technology Products

### Blog Post

New Luxembourg IP Regime 2018

### Hogan Lovells Publications

Brexit Effect Note: the legal Implications behind the headlines