

Licensing, Supply & Operational Agreements

<http://english.ktslaw.com.cn/practice-areas/corporate-and-compliance/licensing-supply-operational-agreements/>

We counsel clients in a wide range of complex business transactions, including the licensing of technology, content and data and the formation of long-term strategic relationships, such the internal business process outsourcing, supplier relationships, sales and distribution channel development, government contracts and operational agreements. Our experience spans across a wide range of industries including: consumer products, telecommunications, financial services, transformational outsourcing, logistics and supply chain, media and broadcast, and software and content.

The firm has extensive experience representing both intellectual property licensors and licensees in connection with transactions, joint ventures and merchandising programs. We have structured strategic plans for licensors that maximize their benefit, while protecting the integrity and value of the brand. We assist throughout the licensing cycle, from assessing the assets, to developing strategy, to carefully crafting the agreements and effectively managing the relationship.