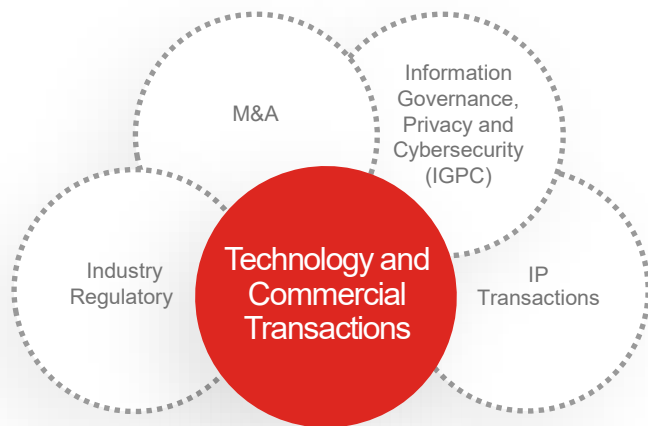


# Technology transactions

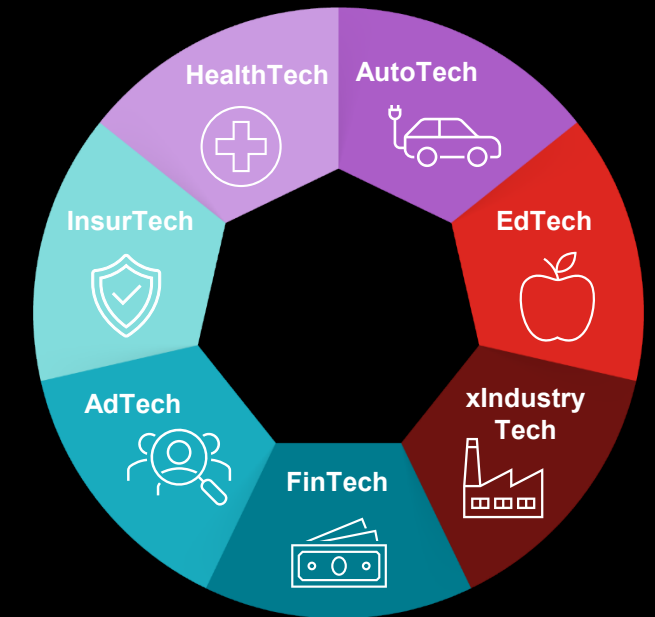
Every company in today's economy is in some way a technology and data company. Norton Rose Fulbright's Technology and Commercial Transactions team stands out from other practices in the industry by offering a unique value proposition: our lawyers possess deep-rooted technology and business backgrounds and are solely dedicated to technology and commercial transactions.



## Exclusive focus

Unlike firms that treat technology and commercial transactions as a secondary practice area, we have dedicated our practice solely to technology and commercial transactions, and we have similarly dedicated Intellectual Property (IP) and Information governance, privacy and cybersecurity practices that we can bring to bear as more nuanced IP and data issues arise in these transactions. This singular focus allows us to stay at the forefront of the rapidly evolving landscape, keeping up with the latest trends, best practices and legal developments related to the substantive subject matter of our clients' transactions. Equally as important, this focus provides our clients with the depth of market knowledge that is required to reach reasonable compromises on issues that regularly arise in their transactions.

Technology transactions	Commercial transactions
Traditional and digital outsourcing	Pre-divestiture restructuring and post-acquisition integration
Digital transformation <ul style="list-style-type: none"> <li>• Cloud computing and XaaS</li> <li>• ERP licensing, subscription and implementation</li> <li>• eCommerce and digital retail</li> <li>• Artificial intelligence (AI), machine learning (ML) and big data</li> <li>• Internet of things (IoT)</li> <li>• Software licensing and development</li> </ul>	Complex transition services arrangements
Data center and digital infrastructure	Joint ventures and commercial partnerships
Telecommunications and managed network services	Manufacturing, supply chain and logistics agreements
Software and subscription audit mitigation and defense	Advertising, marketing and media transactions
	VAR, OEM and other commercial alliances
	General commercial contract support and process optimization



## Technology & commercial proficiency

Our team is comprised of lawyers with diverse and extensive technology and business experience, enabling us to provide comprehensive legal counsel that combines a deep understanding of both the legal issues attendant to those transactions and the underlying technology and commercial issues that make a difference in our clients' businesses.



## Seamless collaboration

Our team bridges the gap between legal and technical and commercial domains, fostering seamless collaboration with our clients' technical and business teams and stakeholders. Given the prior business and technical experience of our team members, we speak the same language as our clients' business and technical experts, enabling effective communication, minimizing misunderstandings and accelerating the transaction process.



## Strategic partnership

Your business is our priority; your challenges, our purpose. Our technology and commercial lawyers are unique in their ability to not just listen but relate. We understand that these transactions play a critical role in our clients' business strategies. As trusted advisors, we go beyond merely reviewing contracts and drafting agreements. We work closely with our clients to align the transaction with their broader business objectives, identifying opportunities to maximize the balance of increased value, reduced risk and more efficient time to close.



## Tailored solutions

We recognize that each transaction is unique, and one size does not fit all. We take the time to understand our clients' specific needs, goals and challenges, crafting tailored solutions that address their individual circumstances and balance those circumstances and priorities with the depth of market knowledge that can only be achieved by a practice that is solely dedicated to this type of work

## Awards and accolades

Chambers Global, Global-wide:  
Global Market Leaders, Outsourcing  
*Chambers and Partners, 2024*

Chambers USA, Nationwide:  
Outsourcing  
*Chambers and Partners, 2023*

Chambers USA, Georgia:  
Technology and Outsourcing  
*Chambers and Partners, 2023*

Legal 500 USA, Nationwide:  
Media, technology and telecoms:  
Outsourcing  
*Legal 500, 2023*

## Publications

Norton Rose Fulbright  
publication, [Inside Tech Law](#)

ICLG, [Technology Sourcing Laws and Regulations USA, 2022-2023](#)

GLI AI, [Machine Learning and Big Data, USA, 2023](#)