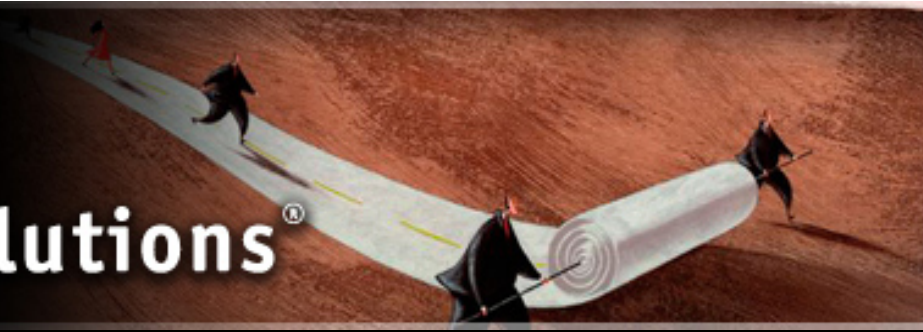




Tannenbaum Helpern  
Syracuse & Hirschtritt LLP

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## 2013 CONTINUING EDUCATION SERIES

*Informative Programs for Lawyers and Business Professionals*

### The Art of the Deal: How to Negotiate Your Intellectual Property and Technology Transactions

January 24, 2013, Complimentary breakfast seminar

8:30 a.m. – 10:10 a.m. [Breakfast & Registration: 8:00 a.m. – 8:30 a.m.]

Intellectual property (IP) and technology-related agreements can be traps for the unwary, raising difficult legal and business issues. These transactions range from software, copyright and trademark licenses to cloud computing and tech deals. What are their customs, requirements, nomenclature, usages, and norms? What are the concessions you should expect, the uncertainties you will encounter and the terms your agreements should include? In this seminar you will be given a road map that will guide you through the initiation, negotiation and completion of these deals and gain valuable market and legal knowledge that may serve you well in your IP and tech deal transactions.

#### Speakers

**Andrew Berger, Esq.**

*Counsel, Tannenbaum Helpern*

**Mark Grossman, Esq.**

*Counsel, Tannenbaum Helpern*

**L. Donald Prutzman, Esq.**

*Partner, Tannenbaum Helpern*

**Date:** January 24, 2013

**Venue:** Tannenbaum Helpern Syracuse & Hirschtritt LLP  
900 Third Avenue @ 54<sup>th</sup> Street, New York, NY 10022

**Agenda:** 8:00 a.m. – 8:30 a.m.: Continental Breakfast & Registration  
8:30 a.m. – 10:10 a.m.: Program

**RSVP:** Email Nancy Wu at [wu@thsh.com](mailto:wu@thsh.com) with your first and last name, title, company name and email address

*NY CLE credits anticipated, pending approval from the NYS CLE Board*