Licensing

Strategic IP Monetization and Technology Transactions

Licensing is a powerful tool for unlocking the value of intellectual property, enabling collaboration, commercialization, and revenue generation. Banner Witcoff's Licensing practice helps clients structure, negotiate, and implement agreements that maximize the value of patent, trademark, copyright, and trade secret assets while managing risk and preserving long-term business flexibility.

Our attorneys advise innovators, market leaders, and growing companies on licensing strategies that align intellectual property rights with commercial objectives like monetizing core technologies, supporting product development, or resolving disputes through negotiated agreements.

Our Licensing Services

Patent and Technology Licensing

We assist clients in licensing patented and proprietary technologies across a wide range of industries, including electrical and computer technologies, telecommunications, software, life sciences, medical devices, consumer products, financial services, and emerging technologies. Our experience includes:

- Outbound and inbound patent licensing
- Cross-licensing transactions
- Technology transfer and commercialization agreements
- Licensing programs tied to standards, platforms, or product ecosystems

We focus on structuring agreements that reflect our clients' business objectives from outbound licenses that protect core IP while maximizing financial return to inbound licenses that enable innovation and market access on commercially reasonable terms.

Software, Data, and Emerging Licensing Models

As software and data increasingly drive business value, we advise clients on licensing frameworks that address complex technical and legal considerations, including:

- Software and SaaS licensing
- Open-source strategy and compliance
- Data use and data-sharing agreements
- Artificial intelligence and machine learning technologies
- Platform and API licensing

Our team helps clients navigate evolving legal and regulatory frameworks while maintaining flexibility for future development and growth.

Brand and Content Licensing

Banner Witcoff advises on trademark and copyright licensing programs that expand brand reach while protecting goodwill, including:

- Trademark and brand licensing
- Copyright licensing and content distribution
- Merchandising and co-branding arrangements

We help clients maintain consistent brand use while minimizing enforcement and reputational risks.

Licensing as a Dispute Resolution Tool

Licensing often plays a central role in resolving intellectual property disputes. We regularly negotiate licenses and settlement agreements in parallel with, or as alternatives to, litigation before state and federal courts, the ITC, and the USPTO. Our combined litigation and transactional experience enables us to negotiate from a position of strength.

Experience and Recognition

- Licensing has long been an integral part of Banner Witcoff's practice, supporting clients across prosecution, litigation, and portfolio management.
- The firm advises clients ranging from startups to multinational enterprises on licensing strategies involving high-value, mission-critical technologies.

- Our attorneys regularly handle licensing matters connected to patent enforcement, portfolio monetization, product launches, and corporate transactions.

Why Clients Choose Banner Witcoff

Integrated IP Perspective

We combine licensing experience with deep capabilities in patent prosecution, litigation, USPTO proceedings, and portfolio strategy.

Industry and Technical Insight

Our attorneys have backgrounds in engineering, software, life sciences, and emerging technologies—enabling informed, practical deal structuring.

Business-Focused Negotiation

We prioritize agreements that align with commercial objectives, competitive dynamics, and long-term growth strategies.

Risk-Conscious Deal Design

We help clients address enforcement, validity, regulatory, and operational risks within licensing transactions. Our experience allows us to identify potential issues early and reduce the likelihood of future disputes regarding scope and interpretation.

Unlock the Value of Your Intellectual Property

Banner Witcoff's Licensing practice delivers strategic, business-focused solutions that help clients monetize innovation, enable collaboration, and sustain long-term competitive advantage.

Relevant Practices

Appellate Litigation

Brand Protection

Copyright Registrations and Enforcement

Counseling, Opinions + Licensing

Counterfeit Goods Seizure

Design Patents

Jury Trials

Litigation

Patent Interferences

PTAB Litigation

Patent Prosecution

Section 337/ITC Litigation

Trade Dress

Trade Secrets

Trademarks