



### Jeffrey D. Aronson

**Partner**

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#### **Silicon Valley**

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Jeff Aronson concentrates his practice in technology and intellectual property transactions.

He is experienced in intellectual property and licensing issues, and provides advice on the development and commercialization of a company's products and technology and the establishment, protection and defense of its intellectual property rights.

His clients come from a broad range of industries and include public and private software, semiconductor, networking, hardware and Internet companies.

## EXPERIENCE

### JEFF'S RECENT REPRESENTATIVE EXPERIENCE INCLUDES:

- Negotiated enterprise accounting software license agreements for public software company
- Representation of major handheld device manufacturer in the negotiation of a software operating system license agreement
- Representation of software company in its software licensing transactions with various computer OEMs
- Negotiated and drafted patent license agreement for major consumer electronics manufacturer
- Representation of public semiconductor company in semiconductor core license agreement transactions
- Representation of handheld game software company in various software licensing matters
- Developed format product development, channel distribution and sales representative agreements for networking company
- Drafted joint development agreement for major LCD manufacturer
- Representation of Indian outsourcing company in its IT outsourcing transactions
- Representation of storage area networking company in an agreement with its contract manufacturer
- Representation of a software company in a strategic alliance with a leading semiconductor company
- Drafted format licensing agreements for a semiconductor company
- Representation of a video game company in the localization of its software

## RELATED SERVICES

- Emerging Growth and Venture Capital
- Mergers and Acquisitions
- Corporate
- Intellectual Property and Technology

## RELATED SECTORS

- Media, Sport and Entertainment
- Technology

- Participated on teams for mergers and acquisitions within the high technology industry
- Negotiated and drafted software development, maintenance, and support agreement for a major manufacturer of disk drives
- Representation of optical networking company in a patent license transaction with a major university
- Prepared and negotiating e-mail outsourcing agreement for public software company
- Performed intellectual property audit for software company and advised on ways to strengthen its intellectual property position
- Negotiated and drafted a firmware development and license agreement for a semiconductor company with a leading entertainment/media company
- Represented a professional services business in its spin-out from a leading communications networking company
- Provided strategic advice on intellectual property protection for start-up Internet company
- Represented semiconductor company in technology development and license agreements with major automotive industry supplier
- Advise Internet companies on safe harbors under the DMCA
- Developed format application service provider (ASP) agreement for a public software company
- Represented an on-line, skill-based gaming company in its spin-out from a public Internet company
- Drafted and negotiated patent license agreement for provider of semiconductor capital equipment

## CREDENTIALS

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### Admissions

- California

### Recognitions

*The Legal 500 United States* has recognized Jeff and said that he "internalizes the clients' core business requirements, executing a deal that is workable for all parties."

### Education

- J.D., Santa Clara University 1996
- B.A., University of California at Berkeley 1992

## NEWS

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### DLA Piper advises Securly in its acquisition of TechPilot Labs

5 APR 2019

DLA Piper represented Securly, Inc., an education technology company and provider of a cloud-based web filtering platform for school computers, in its acquisition of the business of Atlanta-based TechPilot Labs, Inc., a fast-growing provider of K-12 education technology.

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**DLA Piper advises Neopost on both the acquisition of Parcel Pending and the sale of Satori Inc.**

30 JAN 2019

DLA Piper represented Paris-based Neopost, a global leader in digital communications, logistics and mail solutions, in two recent merger and acquisition matters.

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**DLA Piper advises Gener8 in its acquisition by Sverica Capital Management**

21 SEP 2018

DLA Piper represented Gener8, LLC, a designer and manufacturer of life science instrumentations and medical devices headquartered in Sunnyvale, California, in its acquisition by private equity firm Sverica Capital Management LP.

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