

# CRONIN

A PROFESSIONAL LIMITED LIABILITY COMPANY

Intellectual Property Law  
Including Business and Technology Transactions,  
Patents, Trademarks, Copyrights and Social Media

## ALLISON COPELAND

With almost 20 years of experience in private practice and in-house for Computer Sciences Corporation, Ms. Copeland has extensive experience with intellectual property transactions, litigation, and counseling. Her primary areas of expertise are preparing custom agreements, adapting existing agreements to address clients' needs, and acting as lead negotiator in a wide variety of simple and complex transactions, including software licensing agreements, hardware acquisition and lease agreements, reseller agreements, OEM agreements, ASP agreements, SaaS agreements, consulting agreements, joint marketing and referral agreements, and other similar transactions. Additionally, Ms. Copeland has extensive experience with open source licensing issues, commercial litigation, and commercial and general business transactions. A small sample of her notable transaction experience includes:

- Leading negotiations for a Fortune 500 company for the integration of multiple software applications with an enterprise cloud platform solution offered by a leading industry cloud computing vendor;
- Leading negotiations for a well-known restaurant chain to participate in a national mobile payments and commerce system;
- Drafting end-user license terms for a new mobile banking application provided by a prominent banking client;
- Drafting a data license agreement and leading negotiations for the licensing of entertainment data on behalf of an established publishing and television information company to complete a long-term relationship with a Fortune Global 500 entertainment company;
- Leading negotiations for a collection of financial institutions seeking to purchase a new cash management system that would allow the financial institutions' customer the ability to access their loan information and make transfers to and from commercial bank accounts;
- Leading negotiations for a prominent banking client to implement an investor relations hosting service;
- Leading negotiations on behalf of a global, open, non-profit standards setting organization with technology suppliers for the implementation and use of an online data repository system for the acquisition, exchange, and archive of research data;
- Leading negotiations for a website development agreement for a financial industry client;

- Providing support and advice to a start-up technology company specializing in data encryption regarding the use and integration of open source software in relation to its day-to-day development strategies and acquisition process;
- Providing support and advice to a national election management company regarding a response to request for proposal, including questions related to the use of open source software;
- Leading negotiations for the conversion of an insurance agency and brokerage management software system for a prominent banking client;
- Leading negotiations on behalf of a worldwide supplier of ATMs and ATM software systems for reseller rights to an embedded software solution with an international software provider;
- Providing assistance to a worldwide sports performance apparel company regarding the use and management of open source software;
- Drafting ownership and profit-sharing agreements for a start-up mobile application provider;
- Drafting a reseller and distribution agreement for a worldwide supplier of custom art frames;
- Drafting a charitable marketing sponsorship agreement for a prominent restaurant chain; and
- Leading negotiations on behalf of a financial industry client for the implementation of financial services technology and outsourcing services with an international Fortune 500 company.

In addition, Ms. Copeland has experience, both in private practice and in-house, with the use of open source software, including the creation, implementation, and management of guidelines and procedures for use of open source applications in development projects.

Ms. Copeland also has experience, both in private practice and in-house, with the management of numerous litigation matters ranging from simple contract disputes to complex class actions, including extensive experience in the identification, preservation, and collection of discovery materials, counseling business professionals about litigation, and managing litigation teams. This litigation experience has provided Ms. Copeland an important perspective in drafting and negotiating contracts.

Ms. Copeland received her Bachelor of Arts in government with a minor in business from the University of Texas in 1997 and her Juris Doctor from the University of Texas School of Law in 2000.