

## 10 THINGS YOU MAY NOT KNOW ABOUT DICKINSON WRIGHT'S INFORMATION TECHNOLOGY LAW PRACTICE

(A Chronological Sampler)

1. From 1999 through 2005 Dickinson Wright was sole IT counsel for a Fortune 100 industrial equipment manufacturer handling **hundreds of IT-related transactions**, many of which were valued in the hundreds of millions of dollars, including **enterprise-wide agreements** with major software companies for a variety of IT products and services.
2. In 2003, Dickinson Wright represented a Fortune 100 company in **developing and implementing a ground-up global licensing strategy** for a proprietary software product serving the mining industry. The project involved (i) obtaining third party licenses from various major IT companies (with sublicense rights) for incorporation into or in support of the proprietary software, (ii) creating the reseller, installation and training agreements between the company and its dealers, and (iii) developing end user licenses and maintenance and support agreements for the ultimate software licensees.
3. In 2004, Dickinson Wright **revised all customer product and service master agreements** for a Fortune 500 telecommunications company. The project required the revision of **nearly 100 separate agreements** relating to different products and services, also different addenda for each of those master agreements to address specific geographic and customer needs consistently throughout the company.
4. In 2006, Dickinson Wright represented a Fortune 1000 rental car company in the outsourcing of its entire information technology function to EDS. The transaction was **valued at ~ \$180 million, as reported in an SEC filing**. Given the variety of IT services covered, the agreement with exhibits was over 850 pages long. Dickinson Wright also represented the company in outsourcing its call center to a Philippines-based entity.
5. Between 1996 and 2009, Dickinson Wright defended and settled six matters involving the **Business Software Alliance** ("BSA"), a trade group comprised of major software vendors that target companies for unauthorized use of software products.
6. In 2007, Dickinson Wright represented a Fortune 500 automotive supplier in **stalled negotiations** with a major European supplier for software that would control assembly lines and processes in a new factory. We **quickly completed the negotiations** with terms acceptable to both companies within the deadline to allow for timely installation of the control software, which allowed the plant to start production and meet the required ship dates for the first products.
7. From 2008 to the present, Dickinson Wright has represented various insurance companies in the **financing and licensing of over \$185 million dollars of proprietary software**. We also consulted with health care insurance companies on best practices for the development, deployment, and licensing of internally developed proprietary software.
8. In 2009, a Fortune 500 consumer foods company engaged Dickinson Wright to negotiate and prepare agreements with a Fortune 100 company covering all of the company's **worldwide telecommunication and network data services**. The project involved dozens of separate agreements, with an aggregate **deal value over \$100 million**.
9. In 2010, Dickinson Wright represented a publishing client in conjunction with a **data security breach** resulting in the **unauthorized disclosure** of retail customers' personally identifiable information, including credit card numbers. We successfully navigated compliance with various applicable state laws, and **negotiated favorable resolutions** with Visa, American Express, and Discover (based on alleged noncompliance with Payment Card Industry Standards).
10. Dickinson Wright attorneys have recently spoken on numerous occasions regarding **healthcare information technology** ("HIT") issues, including at the Mid-West Healthcare Information and Management Systems Society conference (on social media) and at Automation Alley (overview of HIT legal issues). Dickinson Wright also has a recurring publication role in the Journal of Health Care Compliance and regularly publish HIT-related Client Alerts. Our attorneys are also scheduled to speak at the upcoming Wiring Michigan Conference.

Additionally, Dickinson Wright has developed an **IT Audit Offering**, a program that allows our clients to **discreetly** and with **no out-of-pocket costs measure** their IT vendors' **compliance** with contractual obligations, and to devise strategies for addressing identified noncompliance.

These are exemplary of the kinds of matters our IT lawyers routinely handle. We are ready, willing, and certainly able to assist any Dickinson Wright clients in matters concerning information technology laws, regulations, and transactions. For more information, please contact **Brian Balow at 248-433-7536, Craig Phillips at 248-433-7231, or Tatiana Melnik at 734-623-1713.**