

## David L. London

Partner

Denver

### Biography

David London is one of the most seasoned lawyers in the United States in the field of technology and intellectual property (IP) transactions. If technology or IP is a key asset of your business, or if you are considering a major transaction involving technology or IP, David's wealth of knowledge can help you accomplish your goals.

David's experience spans all forms of IP from software to hardware, data and content, and patents, trademarks, copyrights, and trade secrets. He has negotiated almost every type of contract involving technology, from IP licenses to manufacturing, development, distribution, outsourcing, and other commercial agreements; to joint ventures; to stock purchase, merger, and financing agreements; to employee and contractor agreements. His work involves almost every industry sector, notably software/IT, entertainment, energy, health care, telecommunications, and consumer goods.

David takes a practical approach to negotiation. He understands his clients' business and objectives, and aligns the negotiation strategy with these objectives. David keeps the focus on what matters, and gets the right result, avoiding wasted time and cost.

### Representative experience



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### Practices

Commercial

Complex Contracting

Copyright

Designs

Domain Names

Intellectual Property

IT Law

Marketing and Advertising

Patents

Privacy and Cybersecurity

Trade Secrets and Confidential  
Know-how

Trademarks and Brands

Negotiating content distribution agreements for a consortium of Hollywood studios and movie theater companies.

Advising an international manufacturing company on the implementation of SAP enterprise resource planning solutions.

Representing a clean tech start-up on IP license and materials procurement agreements with European and South African vendors.

Representing software and IT services vendors in the development and negotiation of contract forms for cloud and SaaS-based software solutions.

Negotiating a suite of business process outsourcing agreements with SAIC on behalf of a U.S.-based movie theater company.

Advising a Fortune 50 insurance company on stock and asset acquisitions in the IT space.

Negotiating a suite of patent licenses and ancillary IP agreements related to key revenue-generating processes for an oil drilling company.

Advising a major university on the development of a coal gasification R&D facility, and the ownership of IP rights by facility operators.

## Awards and rankings

- Corporate Law, *The Best Lawyers in America*, 2013-2021
- Colorado Super Lawyers, 2010, 2012-2021
- Intellectual Property (Colorado), *Chambers USA*, 2007-2021
- Media, Technology, and Telecoms: Outsourcing, Recommended, *Legal 500 US*, 2016-2020
- Media, Technology, and Telecoms: Technology transactions, *Legal 500 US*, 2021

IP and Technology Transactions

Blockchain and DLT

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## Industries

Automotive

Aerospace and Defense

Consumer

Energy and Natural Resources

Life Sciences and Health Care

Technology and Telecoms

Sports, Media & Entertainment

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## Areas of focus

IP Rights in Transactions

Technology Contracts

Agency and Distribution

IT Outsourcing

Manufacturing

Outsourcing

Procurement

Advertising and Copy Clearance

Broadband, Internet, and E-commerce

Content Licensing, Distribution, and Carriage

IP Licensing, Commercialization, and Technology Transfer

Strategic Counseling and Portfolio Development

AdTech

Sales Promotions

- Global IP Star, *Managing Intellectual Property IP Stars*, 2019
- Colorado IP Star, *Managing Intellectual Property IP Stars*, 2014-2020
- The World's Leading Patent & Technology Licensing Lawyers, *Intellectual Asset Management Licensing 250*, 2010-2016
- Best Intellectual Property Lawyer (Non-Litigator), *Law Week Colorado, Barrister's Best/People's Court*, 2012-2013
- Forty Under 40, *Denver Business Journal*, 2007
- United States IP Star, *Managing Intellectual Property IP Stars*, 2021-2022

## Latest thinking and events

- Press Releases
  - Hogan Lovells helps Oracle Cloud score English Premier League analytics deal
- Press Releases
  - Hogan Lovells advises Roku on acquisition of TOH Intermediate Holdings LLC, owner of "This Old House"
- Press Releases
  - Hogan Lovells advises Roku, Inc on acquisition of Quibi's Global Content Distribution Rights
- Press Releases
  - Hogan Lovells is advising Mikhail Prokhorov in sale of full ownership of Barclays Center and controlling interest in the Brooklyn Nets to Joe Tsai
- Published Works
  - Don't be like the Winklevoss twins: Protect your intellectual property *ColoradoBiz Magazine*
- Published Works
  - Securing Copyright Ownership: A Question of Timing *Law 360*

Sponsorship

Corporate and Commercial Transactions

Fashion and Luxury Brands

Retail and Consumer Goods

Sports

Media

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## Education and admissions

### Education

J.D., Yale Law School, 1993

B.A., Yale University, magna cum laude, 1989

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## Memberships

Member, Intellectual Property and Technology Sections, Colorado Bar Association

Member, New York Bar Association

Member, Denver Bar Association

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## Bar admissions and qualifications

Colorado

New York

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## Court admissions

U.S. Court of Appeals, Tenth Circuit

U.S. District Court, District of Colorado

U.S. District Court, Southern District  
of New York

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## Accolades

"Among a handful of attorneys across the nation who not only quickly grasp our situation but also deliver high-quality work on time and for an efficient price."

*Chambers USA*

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"Provides first-class counseling to clients on all aspects of their intellectual property, from protection to monetization. 'Easy to work with and intent on getting the deal done.'"

*IAM 250*

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"Very knowledgeable and calm negotiator who gives multiple layers of analysis. 'Talented, responsive and a pleasure to work with.'"

*Chambers USA*

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