



Content Licensing

The Prinz Law Office's Content Licensing Practice Group has significant experience in negotiating, drafting, and advising authors, coaches, executive trainers, professional speakers, publishers, educational content companies, digital media companies, and small businesses on content licensing agreements as well as content purchase deals and acquisitions:

The Content Licensing Practice Group has advised clients on content deals across a variety of industries, including but not limited to the following:

- Digital Media Industry;
- Adult Fiction Industry;
- Comic Book Publishing Industry;
- Social Media Industry;
- Small Business Coaching Industry;
- Life Coaching Industry;
- Marketing Industry;
- Educational Publishing Industry;
- Small Business Retail Industry; and
- Technology Industry.

The Content Licensing Practice Group's experience includes representing clients on small value deals with entrepreneurs, start-ups, small businesses, and content publishers as well as larger deals with well-known publishing houses, broadcast media companies, and technology companies. The breadth of the Prinz Law's diverse content licensing and purchasing deal experience enables us to provide valuable guidance to our content clients, regardless of the size and scope of the transaction they pursue.

To set up a consultation with a Prinz Law attorney on how the firm can advise your business on your next content licensing or content purchase agreement negotiation, please contact us today. Also please check out the firm's updates on licensing at the Silicon Valley IP Law Blog at www.siliconvalleyiplicensinglaw.com, as well as its recorded programs and upcoming presentations at The Prinz Law Store at www.prinzlawstore.com.

Representative Matters by the Content Licensing Group

- Content Licensing Agreements
- Online Content Licensing Terms of Service
- Publishing Agreements
- Content-Related Entertainment Industry Agreements
- Speaker Agreements
- Content Purchases and Sales
- Mergers & Acquisitions
- Content Rights Enforcement and Pre-Litigation Infringement Defense



Internet and Social Media Transactions

Prinz Law Office's Internet and Social Media Practice Group has acquired extensive experience in negotiating and drafting commercial contracts in the Internet and social media industries, and advising entrepreneurs, start-ups, and small businesses on Internet and social media-related matters. The Internet and Social Media Practice Group's experience includes representing clients in Internet transactions across a variety of industries, including but not limited to the following:

- Graphic Design Industry;
- Marketing Industry;
- Information Technology ("IT") Industry;
- Internet Retail Industry;
- Media and Digital Media Industry;
- Social Media Industry;
- Online Directory Management Industry;
- Domain Resale Industry;
- Data Aggregation Industry;
- Content Publishing Industry;
- Online Testing Industry; and
- Educational Content Publishing Industry.

The firm also routinely drafts customized terms of service and privacy policies to fit client's specific business models, and has routinely represented clients in negotiating pre-litigation settlements to disputes over commercial agreements in the Internet industry.

To set up a consultation with a Prinz Law attorney on how the firm can advise your business on your next Internet-related commercial agreement, please contact us.

Also, please check out our recorded programs and upcoming presentations at The Prinz Law Store at www.prinzlawstore.com.

Representative Internet and Social Media Practice Group Matters

- Website and Application Development Agreements
- Website Hosting Agreements
- Search Engine Optimization ("SEO") Agreements
- Online Advertising and Marketing Agreements
- Social Media Agreements and Service Terms
- Digital Media Development Agreements
- Affiliate and Referral Agreements
- Lead Development Agreements
- Data Use and Licensing Agreements
- Domain Use and Resale Agreements
- Website and Domain Purchases and Acquisitions
- Content Licensing and Publishing Agreements
- Online Directory Management Agreements
- Outsourcing and Services Agreements
- Software Licensing Agreements and SaaS Contracts
- Copyright Licensing and Assignment Agreements
- Image Use Authorization Agreements
- Pre-Litigation Internet Dispute Defense



The Prinz Law Office's Internet Practice Group routinely advises entrepreneurs, start-ups, small businesses, and established companies on drafting appropriate terms of service, privacy policies, acceptable use policies, and other online terms and policies for their businesses. In general, the clients who hire us for this type of drafting project are still in the process of creating their business and business models, so our lawyers are often starting from a completely blank slate in developing a business model-appropriate terms of service and privacy policy for a business. However, in other cases, the clients may have been in business a while and have de facto terms of service and privacy policies but have never created the appropriate documents to fit their businesses. Whatever the circumstances of the client, the firm is highly experienced at evaluating the clients needs and creating terms of service and privacy policies that fit that need.

The Internet Practice Group's experience includes representing clients in drafting Internet terms of service and policies across a variety of industries, including but not limited to the following:

- Internet Retail Industry;
- Adventure Travel Industry;
- Product Review Industry;
- Intellectual Property Transfer Industry;
- Information Technology ("IT" Industry);
- Fitness Product Industry;
- Marketing Industry;
- Media and Digital Media Industry;
- Social Media Industry;
- Online Directory Management Industry;
- Domain Resale Industry;
- Data Aggregation Industry;
- Content Publishing Industry;
- Solar Photonics Industry;
- Hardware Industry;
- Freelancer Industry;
- Content Publishing Industry;
- Physical Therapy Industry; and
- Personal Trainer Industry.

Profile of a Representative Firm Internet Terms of Service/Privacy Policy Client:

- Entrepreneur or Early Stage Company
- No in-house legal department
- Launching or recently launched product or service
- Template documents were never custom-drafted for company or business model
- Concerned that template contract is not well-drafted or has flaws

To set up a consultation with a Prinz Law attorney on how the firm can draft or revise a terms of service, privacy policy, or other online terms and policies for your business, please contact us. Also, please check out our recorded programs and upcoming presentations at The Prinz Law Store at www.prinzlawstore.com.



Start-Up and Entrepreneur Counseling

The Prinz Law Office's Internet Start-Up/Entrepreneur Counseling Practice Group has a long history of representing Internet start-ups and entrepreneurs both in California and around the world on their early stage business deals, negotiations, and business concerns. The Internet Start-up/Entrepreneur Counseling Practice Group has advised start-ups and entrepreneurs on a variety of legal business matters from drafting their business terms of service to negotiating Internet advertising deals and commission agreements and closing asset purchase deals. The firm has also advised clients on content and intellectual property disputes in the Internet space.

The Practice Group's experience in advising Internet start-ups and entrepreneurs includes working with clients in the following industries:

- Software-as-a-Service Industry ("SaaS");
- Graphic Design Industry;
- Marketing Industry;
- Information Technology ("IT") Industry;
- Internet Retail Industry;
- Media and Digital Media Industry;
- Online Directory Management Industry;
- Domain Resale Industry;
- Data Aggregation Industry;
- SEO Industry;
- Content Publishing Industry;
- Online Testing Industry; and
- Educational Content Publishing Industry.

To set up a consultation with a Prinz Law attorney on how the firm can advise you or your Internet-based start-up on its legal business matters, please contact us today.



Trademark

The Prinz Law's Trademark Practice Group routinely represents entrepreneurs, start-ups, and small businesses in trademark registration matters, as well as trademark licensing and pre-litigation enforcement matters. Our trademark clients are based not only in Silicon Valley and California but also overseas in the United Kingdom and Europe, and include a diverse group of industries:

- Online Media Industry;
- Online Consumer Products Review Industry;
- Software Licensing and Software-as-a-Service Industry;
- Consumer Products Industry;
- Personal Services Industry;
- Small Business Coaching Industry;
- Life Coaching Industry;
- Physician Business Coaching Industry;
- Comic Book Publishing Industry;
- Educational Publishing Industry;
- Entertainment Industry;
- Pharmaceutical Industry; and
- Nonprofit Industry.

Representative Matters by the Trademark Practice Group

- Trademark Registrations
- Trademark Licensing
- Trademark Purchase and Sale
- Trademark Assignment
- Trademark Enforcement and Protection
- Pre-Litigation Trademark Infringement Defense

To discuss with a Prinz Law Office attorney how the firm can assist you with your next trademark registration, licensing, and enforcement matter, please contact us today. Also, please check out the firm's legal updates on trademark legal developments and other IP related issues at the Silicon Valley IP Licensing Law Blog at www.siliconvalleyiplicensinglaw.com.



Copyright

The Prinz Law Office's Copyright Practice Group regularly advises engineers, speakers, authors, coaches, executive trainers, entrepreneurs, start-ups, and small businesses on copyright registration, copyright licensing, and pre-litigation copyright enforcement matters. The firm's copyright clients are not only in Silicon Valley and throughout California but are often in other countries around the world such as the United Kingdom, Europe, Asia, and Australia, and include such industries as the following:

- Electrical Engineering Industry;
- Software Industry;
- Adult Fiction Writing Industry;
- Comic Book Publishing Industry;
- Online Media Industry;
- Digital Media Industry;
- Online Retail Industry;
- Website Development Industry;
- Marketing Industry;
- Small Business Coaching Industry;
- Physician Business Industry; and
- Online Consumer Products Review Industry.

Representative Matters by the Copyright Practice Group

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- Content Rights Enforcement and Pre-Litigation Infringement Defense

To discuss with a Prinz Law Office attorney how the firm can assist you with your next copyright registration, licensing, or enforcement matter, please contact us today. Also, please check out the firm's legal updates on copyright legal developments and other IP related issues at the Silicon Valley IP Licensing Law Blog at www.siliconvalleyiplicensinglaw.com.