

Alan J. Hartman

Counsel



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Practices/Industries

- Technology Transactions
- IP Licensing
- Software & Information Technology

Education

Duns Scotus College
(B.A., with honors, 1974)
Salmon P. Chase College of Law,
Northern Kentucky University
(J.D., 1978)

Overview

Alan, an accomplished intellectual property and information technology attorney, provides clients with pragmatic legal and business advice. A go-to lawyer for information technology transactions with over 35 years of experience, Alan helps clients achieve business objectives by reviewing, negotiating, and drafting IT contracts. Having represented numerous vendors and end-users alike, he is able to bring an appreciation of both perspectives to the table to achieve win-win solutions. Alan provides practical legal and business counseling on IT transactions and creative approaches to protecting and advancing his clients' interests.

With significant experience in technology development and commercialization, including licensing and technology transfers, cloud computing, e-commerce, website development and hosting, security and privacy, Alan assists clients in IP protection and trademark and copyright registration and prosecution. He provides consultation and strategic planning in the areas of business entity formation and funding, mergers and acquisitions, international transactions, and product acquisition and distribution.

Alan has achieved the highest possible ranking, AV Preeminent[®], from Martindale-Hubbell[®] and is named a *Cincy Leading Lawyer* in Computer, Internet, and e-commerce Law by *Cincy Magazine*, and has been named to *The Best Lawyers in America*[®] list in Information Technology Law.

Experience

- Negotiated and drafted hundreds of software license agreements and other IT transaction contracts.
- Provided general counsel services to software companies both as in-house counsel and outside counsel.
- Advised software development firms on the proper licensing of software and related intellectual property to end-users.
- Guided technology companies as well as other businesses on the commercialization and protection of intellectual property.
- Assisted businesses with complex licensing transactions, including drafting and negotiating agreements for developing, acquiring, distributing, and remarketing technology, and for strategic alliances and joint ventures.
- Negotiated technology contracts that included provisions addressing data privacy and information security issues across multiple countries.
- Facilitated mergers and acquisitions and divestitures for technology companies and other businesses.
- Advised businesses on the legal issues for e-commerce, including websites and "cloud" technology
- Counseled start-ups in entity formation, ownership structure, and funding.

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Experience (Cont)

- Assisted companies with trademark and copyright registrations.
- Advised technology companies on human resource issues, including the hiring of foreign nationals.
- Advised companies based outside of the United States on licensing and contractual matters within the U.S., including the negotiation and drafting of agreements with U.S. companies covering the distribution of products imported into the U.S.

Presentations

- "Software Licensing – Legal Ins and Outs for the Non-Lawyer" The Circuit Breakfast Bytes (2016)
- "Out-&-Out Marketing® Strategies: Create Awareness, Boost Sales & Avoid Legal Pitfalls," Cincinnati Business Courier Small Business Essentials Program (August 2014)
- "Meaningful Use Regulations – Boon or Boondoggle?," Kentucky Hospital Association Annual Convention (2010)
- "e-Prescription and EMR Donations," Healthcare Financial Management Association Annual Summer Educational Institute (2009)
- "Using IT as a Strategic Imperative: Leading Business & Legal Practices," Kentucky Hospital Association Annual Convention (2006)
- "The Advantages of Electronic Contracting," Management Roundtable Presentation, The Circuit (2003)
- "Your Client's Web Site: What You Don't Know Can Hurt Them," The World Wide Web Symposium, Northern Kentucky University, Salmon P. Chase College of Law (2003)

Publications

- "An FTC Violation in One Hundred and Forty Characters (Or Less)," co-author, *Law You Can Use* (2016)
- "Use Your Trademarks Wisely, and They'll Serve You Well," *Fine Print* (2013)
- "Legal Basics for Small Business," contributor, published by the Ohio State Bar Association (2013)
- "Top Five Legal Mistakes Small Businesses Make," *Fine Print* (Summer 2010)
- "Electronic Medical Records: Protecting Your Patient's Privacy," *Counsel to Counsel Health Care Alert* (February 2010)
- "A Legal Check-Up: An ounce of prevention is worth a pound of cure," co-author, *Business Courier* (May 2009)
- "Legal Aspects are a Vital Part of Web Site," *Fine Print* (Fall 2008)
- "Web Sites – Legal Nuts and Bolts," *Northern Kentucky Builder* (November 2005)
- "Know What Your Firm's Trade Secrets Are, Then Protect Them," *Business Courier* (June 2005)
- "E-Contracts: Is It Time to Sign On?," *Business Courier* (October 2002)

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Involvement

Professional Affiliations

- International Technology Law Association
- Cincinnati Intellectual Property Law Association
- Ohio State Bar Association (*Computer Law Committee*)
- Cincinnati Bar Association (*Internet/e-commerce & Computer Law Committee; Corporate Counsel Committee*)
- Kentucky Bar Association
- Intellectual Property Owners Association (IPO)
- The Circuit, Cincinnati's Information Technology Association

Community Involvement

- The Circuit (*Secretary*)
- UpTech, Inc. (*Member, Advisory Board*)
- Northern Kentucky University (*Member, Dean's Advisory Board, College of Informatics (2009-2015)*)
- Salmon P. Chase College of Law, Northern Kentucky University (*Member, Board of Visitors; Intellectual Property Guest Lecturer, Small Business & Nonprofit Law Clinic; and Student Mentor*)
- Northern Kentucky Soccer Academy, Inc. (*Treasurer; Director*) (2010-2015)
- Franciscans Network (*President; Trustee*)
- St. Thomas Church (*Lay Pastoral Minister*)
- Soccer Coach, recreational and select teams (2002-2015)

Military Involvement

- United States Air Force (1971-1973)

Honors & Distinctions

- Named to *The Best Lawyers in America*®, Information Technology Law (2016-2021)
- AV Preeminent Peer Review Rated – Martindale-Hubbell
- Named a Cincy Leading Lawyer in Computer, Internet & E-Commerce law in a survey of lawyers by Cincy Magazine (2008-2021)

Admissions

- State of Ohio
- Commonwealth of Kentucky