



## Mark Langer

Associate

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**Mark Langer's primary goal is to help his clients protect and monetize their intellectual property in technology transactions.**

He focuses his practice on three areas: intellectual property licensing, M&A transactions, and information privacy. He has experience drafting trademark, patent, and software license agreements, as well as reseller and sponsorship agreements. He also advises clients on the intellectual property aspects of large commercial transactions, including mergers, acquisitions, and investments.

Mark has an understanding of U.S. privacy and data protection law and practice, as well as knowledge and perspective regarding how these components apply to and impact business. He has used this background to review and draft client privacy policies and advise on privacy aspects of corporate transactions.

Prior to joining Holland & Hart, Mark worked as an associate at a large international law firm in the Silicon Valley.

### PRACTICES

Intellectual Property  
 Entertainment, Media, and Sports  
 Privacy and Information Security  
 Cybersecurity and Data Breach Defense  
 Cybersecurity and Privacy  
 IT, Software and Technology  
 Transactions  
 IP For Corporate/M&A

### EDUCATION

University of California, Berkeley School of Law, J.D., 2014  
 Senior Articles Editor, *Berkeley Technology Law Journal*  
 Law & Technology Certificate, Berkeley Center for Law & Technology

Pepperdine University, B.A., 2011  
 magna cum laude

### BAR ADMISSIONS

California  
 Colorado

### EXPERIENCE

- Reseller agreements
- Licensing agreements
- IP assignment and security agreements
- Privacy Policies
- IP for Corporate/M&A transactions
- IT, Telecom & Technology Transactions
- Advertising, Marketing & Sponsorship
  - Media sales
  - Sponsorships
- Privacy and Data Security

### PUBLICATIONS

"Defending Data: New Colorado Law Creates Stricter Obligations for Handling Data Breaches, Disposal, and Security," *Holland & Hart News Update*, Co-Author, 06/05/2018

### RECOGNITION

- Best Lawyers: Ones To Watch, Entertainment and Sports Law;

Intellectual Property Law, 2021

