



Elif Gabb

Associate

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Elif focuses her practice primarily on intellectual property, technology transactions, and counseling clients on advertising through social media.

PRACTICES

Intellectual Property
IP and Technology Transactions
Sponsorships and Promotion
Transactions

INDUSTRIES

Food, Beverage, and Consumer
Products

EDUCATION

University of Denver Sturm College of
Law, J.D., 2021
Scholastic Excellence Awards:
Legislative Drafting (Spring 2020), Legal
Analysis Strategies (Spring 2021)
Provost's Scholarship, Recipient

South Dakota State University, B.A.,
2017
English, *magna cum laude*
Maud Adams Award for Outstanding
Graduating English Major

BAR ADMISSIONS

Colorado
New York

She has experience in structuring, drafting, and negotiating a variety of agreements, including licenses and intellectual property transfers, consulting and services agreements, distribution agreements, reseller agreements, software-as-a-service agreements, non-disclosure agreements, independent contractor agreements, and sponsorship agreements across multiple industries, including technology, telecommunications, consumer products, and entertainment. Elif is also known for her expertise in the enforcement of clickwrap and browsewrap agreements, including website terms of use/service.

In addition, Elif advises clients on marketing, advertising, and customer engagement through the Internet and social media platforms. She helps clients navigate brand protection and FTC compliance issues when advertising through social media content.

During her time at the firm, Elif has taken an active role in firm administration, particularly with respect to recruiting for the firm's summer programs. Before joining Holland & Hart as an associate, Elif participated in the firm's Summer Clerk Program.

EXPERIENCE

Intellectual Property Agreements

- Intellectual Property Licenses
- Joint Development Agreements
- Intellectual Property Assignments
- Technology Agreements related to SaaS Platforms and Software Offerings

Commercial Agreements

- Strategic Alliance Agreements
- Professional Services Agreements
- Distribution Agreements
- Reseller Agreements
- Sponsorship and Marketing Agreements

Support of Corporate Transactions

- Asset Purchases and Sales for IP-focused Companies
- Stock Purchases and Mergers (Buy-Side and Sell-Side) for IP-focused Companies
- Secured Financings and Security Interests in Intellectual Property