



Representative Legal Matters

Alysha C. Preston

IP & Technology Transactions

- Advised a multinational company that specializes in low-voltage battery technologies for mobility on the commercial and IP aspects of its agreements with US customers to utilize its hardware and software-based technologies.
- Negotiated a trademark license on behalf of a technology and engineering solutions company in connection with a joint-venture.
- Negotiated a license agreement for a British artificial intelligence research laboratory company regarding the purchase of robots and license of accompanying software for AI development and systems.
- Advised a multinational medical device and healthcare company on the commercial and IP aspects of its global partnerships with several medical device companies to collaborate on an integrated continuous glucose monitoring (CGM) systems.
- Negotiated a patent license arrangement for a large US publicly-traded analytical laboratory instrument and software company that provides lab equipment, supplies and software for scientists across the world.
- Advised a publicly-traded pharmaceutical company in connection with the negotiation of an exclusive marketing and distribution agreement for a pharmaceutical nasal spray product in Thailand

Corporate Transactions

- Advised Acuity Brands, Inc. on its successful USD 1.215 billion acquisition of QSC, LLC.
- Advised a multinational, franchise-based food and beverage company on the IP aspects of its internal reorganizations, including related amendments to various franchising agreements in several jurisdictions.
- Advised a medical technology company in connection with a carve-out/joint venture transaction with a Tokyo-based pharmaceutical company.
- Advised hearX, maker of Lexie hearing aids, on its merger with Eargo, forming a new company called LXE Hearing.



- Advised Cummins Inc. on the successful USD 275 million initial public offering of the shares of common stock of Atmus Filtration Technologies Inc., Cummins' filtration business unit.
- Represented and advised a Korean energy, petroleum and chemical company in connection with a joint venture, including drafting and negotiating a technology license agreement for the development and supply of hydrogen-based energy solutions for certain Asian markets.

Advertising, Marketing & Regulatory Matters

- Advised a major interactive entertainment company on emergence of NIL and digital replica legislation in US, EMEA and APAC.
- Advise an Italian luxury fashion house on licensing, brand ambassador, celebrity talent agreements, SAG-AFTRA compliance, and other marketing, e-commerce and marketplace contracts.
- Advise an Italian luxury fashion house on co-ventures agreements and related state-specific requirements.
- Advised a multinational pharmaceutical company on IP implications related to use of IP and technology licensed under open source licenses to train internal generative AI models for use of output internally, externally and in government regulatory filings.
- Advised a multinational coffeehouse chain on US sweepstakes and contests rules and prepared Official Rules & Terms of Entry.
- Advised an international airline with their compliance frameworks across over 30 jurisdictions, which included intellectual property protection and enforcement, anti-competition, employment and consumer protection issues.

Brand Management

- Represented a women's luxury apparel in the strategic development and enforcement of its global trademark portfolio, including marks related to its iconic lines.
- Represent and manage the global trademark portfolio of a leading real estate developer in the Andean and Central American markets that provide logistics and industrial real estate solutions to companies for efficient distribution of goods, and has a diversified portfolio of warehouse logistics assets.