

Rob Parr

PARTNER

Technology
Transactions

Boston

rparr@wsgr.com
617-598-7870



FOCUS AREAS

AI in Healthcare
Clean Energy
Data Storage and Cloud
Digital Health
Digital Media and Entertainment
Electronic Gaming
Fintech
Mobile Devices
Mobility
Software
Technology Transactions

HIGHLIGHTS

- **Broad Transactional Expertise**
Rob represents clients in complex commercial transactions and with IP-related aspects of venture capital financings, M&A transactions, and IPOs.
- **Extensive Industry Experience**
He represents clients across various industries, including the artificial intelligence, autonomous driving, big data, cloud, digital health, digital media, e-commerce, edtech, fintech, gaming, Internet of Things, and software industries.
- **Focus on Start-Ups**
Rob focuses on working with start-ups across all stages of their development, from inception through exit.

EXPERIENCE

Rob Parr is a partner in the Boston office of Wilson Sonsini Goodrich & Rosati, where he leads the office's information technology transactions practice. He represents companies in transactions focused on the exploitation of intellectual property rights and technology in a variety of industries. Rob represents many companies in the digital health industry in particular and plays a key role in the firm's digital health initiative. He regularly drafts and negotiates a wide variety of complex commercial agreements, including services, distribution, strategic alliance and joint venture, supply, asset transfer, and intellectual property license agreements. Rob also represents clients with the intellectual property and commercial issues arising from financings, mergers, acquisitions, and initial public offerings.

Prior to joining the firm, Rob was a partner in the technology transactions group at Orrick, Herrington & Sutcliffe. He began his career at Venable LLP where he focused on mergers and acquisitions and intellectual property licensing matters.

CREDENTIALS

Education

- J.D., The George Washington University Law School, 2012
Cum Laude, Research and Writing Fellow
- B.A., Colgate University, 2007

Honors

- Named to the 2023 and 2024 "Rising Stars" lists published by *Massachusetts Super Lawyers*

Admissions

- Bar of the District of Columbia
- State Bar of Maryland
- State Bar of Massachusetts

MATTERS

Select Commercial Experience

- API license and SDK access agreements
- Asset purchase, sale and transfer agreements, including in connection with M&A deals
- Beta, trial, and evaluation agreements for technology products
- Consumer agreements and notices, including terms of service for online applications and properties, terms of sale, privacy policies, and warranty terms
- Data licensing agreements
- Distribution and sales channel agreements, including reseller, referral, value-added reseller, original equipment manufacturer, white-label, sales representative, and affiliate linking agreements
- IP and commercial issues, including due diligence, in connection with venture capital financings, buy-side and sell-side M&A transactions, and IPOs
- Manufacturing and supply agreements
- Open source software compliance and risk assessments in connection with product development, launch and commercialization, and venture capital, M&A, and IPO transactions
- SaaS subscription agreements, including support and service level agreements, and data processing agreements
- Software license agreements, including source code escrow agreements, enterprise agreements, end user licenses, and inbound software licenses
- Sponsored research agreements, patent licenses, and software licenses with universities and research institutions
- Technology development agreements, including joint development arrangements for hardware and software products

Representative Commercial Transactions

- Represented edtech company in licensing foundational technology assets from a leading research institution
- Represented electronic gaming company in licensing its data transmission platform to a major videogame and software publisher
- Represented fintech company in licensing its AI-powered credit evaluation platform to a major credit card company
- Represented IoT device manufacturer in development and distribution agreement with a major electronics company
- Represented telemedicine company with various commercial matters, including terms of service, privacy policies, enterprise SaaS agreements, vendor agreements, API licenses, value-added reseller agreements and other strategic commercial transactions

Representative Investment Transactions

- Represented Babylon, an AI-powered digital health company, in its investment in Higi, a consumer health company
- Represented Corcentric, a provider of cloud-based financial process automation solutions, in its fundraise from private equity firm Bregal Sagemount
- Represented FLIR Systems, a provider of thermal imaging technology, in various investment transactions
- Represented Francisco Partners, a global investment firm that specializes in technology and technology-enabled businesses, in its investment in GAINSystems, a provider of supply chain planning and inventory optimization solutions
- Represented KKR, a private equity firm, in its investment in FanDuel, a provider of daily fantasy sports software

Representative M&A Transactions

- Represented Alpine Investors, a private equity firm focused on software and services, in various acquisitions

- Represented Cvent, a provider of cloud-based enterprise management solutions, in its sale to private equity firm Vista Equity Partners
- Represented Nuance Communications, a provider of voice and language solutions, in various acquisitions
- Represented Ushr Technologies, a provider of high-definition map technologies, in its sale to Dynamic Map Platform, a provider of 3D map data used for autonomous driving and safe-driving support systems
- Represented WageWorks, a provider of a benefits-as-a-service technology platform, in its sale to HealthEquity, a health savings account non-bank custodian

INSIGHTS

Select Publications

- Co-author, "Machine Learning Legal Issues for Digital Health Companies in Commercial Transactions," *Digital Health Report*, Q1 2020
- "Beware of 'Most Favored Nations' Clauses in Commercial Contracts," *Digital Health Report*, Fall 2019
- "Avoid Potential Pitfalls When Incorporating Third-Party Software into Wearable Products," *Digital Health Report*, Summer 2019
- Co-author, "Information Security Implications for Business Agreements," *Law360*, 2013
- Co-author, "Guidelines for Protecting Company Trade Secrets," *Employers and the Law: 2013-14 Anthology of Best Articles*, 2013

Select Speaking Engagements

- Roundtable Co-lead, "AI and Machine Learning in Healthcare - Regulatory Oversight & Liability," The L Suite 2025 Digital Health Regional Workshop – San Francisco, May 13, 2025
- Guest Speaker, Technology Transactions Topics, Cornell Tech, Cornell University, 2017-Present
- Guest Speaker, "Non-Disclosure and Technology Development Agreements," Activate/Cyclotron Road, 2020
- Guest Speaker, "Protecting Your Innovations," Morgan Stanley Multicultural Innovation Lab, 2019