

### HIGHLIGHTS

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#### ■ Wilson Sonsini Helped Foster the Onset of the Internet Age

Wilson Sonsini represented Netscape in its IPO—widely considered to mark the dawn of the internet era.

### OVERVIEW

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Wilson Sonsini has been fully engaged in the internet technology space since the advent of digital communication and data exchanges between commercial enterprises. Since then, Wilson Sonsini has represented numerous clients—including many household names—at the forefront of the internet economy in the most significant deals and landmark cases that have set important legal precedent across every form of online activity.

Today, with the growth of social media, mobile, online financial services, and digital entertainment, and the global-scale convergence bringing together these and other variants of internet use, Wilson Sonsini is well positioned to be the leading provider of sophisticated, innovative legal services to the next generation of online businesses.

In the course of representing internet companies since the 1990s, our attorneys have amassed extensive, direct experience with technologies that include:

- B2C and B2B e-commerce
- Cloud and data storage
- Data security
- Digital advertising and promotions
- Financial services, payment systems, and crowd-funding platforms
- Internet-of-Things (IoT)
- Online games and entertainment
- Search engines
- Software as a service (SaaS)
- Video streaming and publishing

Wilson Sonsini's attorneys have represented internet companies of all sizes, from start-ups and independent content authors to the largest multinational corporations engaged in e-commerce and online publishing. For more than three decades, we have represented internet-driven clients across a variety of transactional, litigation, and regulatory matters.

#### Corporate and Transactional Services

Wilson Sonsini represents both internet-driven start-ups and established technology brands in a range of corporate matters, from early-stage organization and venture financings to private and public equity deals.

Our comprehensive intellectual property and related services enable our internet clients to protect the valuable products and processes at the core of their businesses. As ideas and innovations develop, our attorneys provide strategic patent and trademark counsel; we also provide copyright counsel with respect to content published online. Additionally, the firm helps clients manage global IP portfolios,

including patent, copyright, and trademark filings, and maintenance in U.S. and non-U.S. markets. Further, our attorneys advise companies on how to retain their IP rights and trade secrets as employees leave their organizations.

Wilson Sonsini's technology transactions (TTG) practice is dedicated solely to commercial transactions driven by intellectual property. Our TTG team consists of approximately 70 attorneys, many of whom hold advanced degrees in engineering or science and are expert in the full range of matters related to complex and sophisticated technology transactions. The team has represented hundreds of internet industry clients, from content authors to large organizations powering online global commerce.

Finally, the firm provides advisory and transactional representation in areas such as employment, finance, real estate, and tax.

## Litigation

Wilson Sonsini has been involved in dozens of high-profile disputes involving not only established internet powerhouses, but also disruptive technologies with category-leading, innovative online businesses. We have successfully represented internet-related companies in disputes with competitors, suppliers, service providers, employees, consumers, and other entities, with cases ranging from private antitrust lawsuits to high-stakes patent litigation.

Led by our [internet strategy and litigation practice](#), Wilson Sonsini has routinely tackled industry-shaping issues, from the earliest lawsuits over the Digital Millennium Copyright Act, internet domain names, and search engines to today's matters involving social media, mobile technology, free speech, and government regulation. Our team of attorneys has established groundbreaking precedent in case after case, including disputes involving data security, privacy, and IP. We have also successfully defended internet industry players in class actions, including antitrust and consumer fraud matters.

## Regulatory

Wilson Sonsini's internet sector clients are subject to close scrutiny by private parties and governmental agencies. The firm has advised clients in scores of proceedings involving federal and state regulatory agencies, including the FTC, the FCC, U.S. state attorneys general, and international agencies. Further, as regulatory pressures have increased with respect to online transactions in global markets, the firm's attorneys, many of whom previously held positions with the SEC, DOJ, and other agencies, have advised clients facing government inquiries and investigations.

## Privacy and Cybersecurity

We have advised hundreds of internet-related clients on all aspects of privacy and data protection law, both in the U.S. and abroad, and our attorneys have comprehensive experience in a number of specific online areas, including advertising and marketing practices; digital media and entertainment; and financial services and payment systems. Among many other matters, our attorneys have helped clients develop privacy and data security policies, implement compliance programs, resolve complex international e-commerce issues, and comply with U.S. and international content and commerce laws.

Wilson Sonsini was one of the first law firms to form a multidisciplinary team of experienced attorneys to advise companies on computer- and internet-based attacks. However, we have more than just a head start when it comes to helping clients manage the latest, most menacing cybersecurity issues—a distinguishing feature of our team is its roster of government and agency veterans. Clients facing enterprise-level cybersecurity issues benefit from our deep experience in government, our insider's perspective on policy and enforcement, our detailed understanding of the technologies involved in computer and network infrastructure attacks, our proven record of advising and defending companies in both the civil and criminal contexts, and our experience counseling companies in the cybersecurity marketplace. Cybersecurity is a term commonly used to cover a broad range of concepts; our firm's expertise is equally comprehensive.

We also have the expertise to assist companies seeking to enter the cybersecurity market, as well as the experience to counsel those already in the data security market to help them guard against internet-borne attacks.

## Federal Trade Commission

As Wilson Sonsini's clients encounter regulatory hurdles involving the Federal Trade Commission, they often consult with our team of attorneys who have extensive experience advising companies on FTC-related matters. The team includes former high-level FTC officials, including attorneys who've served in senior-level roles at the FTC's Bureau of Consumer Protection and the FTC's Bureau of Competition.