



## George M. Taulbee

Partner

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### *Related Services*

Intellectual Property ■ Patent Prosecution, Counseling & Review ■ Electrical, Software & Computer Science Patents ■ Trademark & Copyright ■ Intellectual Property Licensing Transactions ■ Global Sourcing ■ IP & Software Licensing ■ Technology Transfer & Complex Licensing ■ Advertising ■ Marketing & Promotions ■ Sponsorship & Sports Marketing ■ IP and IT Audits and Due Diligence ■ Publishing & Branded Entertainment ■ Technology ■ Corporate & Business Transactions

George Taulbee leads Alston & Bird's IP Transactions, Technology & Privacy Team in North Carolina. He focuses on all intellectual property and transactional matters involving computer and Internet technology, electronic commerce, and sports and entertainment. George has more than 25 years of experience in patent, trade secret, and know-how licensing, as well as licensing trademark, rights of publicity, and other rights relating to professional athletes and celebrities. He regularly works on software licenses and development outsourcing, joint venture, website hosting and content, and linking agreements. He frequently represents universities and related technology ventures in all aspects of intellectual property rights and regularly counsels clients in M&A transactions involving significant and complex intellectual property portfolios and IP agreements.

George represents clients in protecting innovations and developments relating to computer hardware, networks and software, Internet technology, and electronic commerce. He prepares and prosecutes patent and trademark applications before the U.S. Patent and Trademark Office, obtains copyright registrations and counsels clients on obtaining protection for innovations, exploiting and commercializing the innovations, and enforcing the proprietary rights.

George has litigated patent, trademark, copyright, and trade secret disputes as well as disputes relating to the sports and entertainment industry. He has been involved in domain name disputes and disputes relating to websites and other technology.

### *Representative Experience*

- IP counsel to a large international industrial manufacturer for M&A transactions.
- IP counsel to an international automobile manufacturer for the restructuring of all internal IP transactional relationships.
- Counsel to a large health care information technology service provider in negotiations relating to an enterprise-wide software platform.
- IP counsel to various computer software-based and hardware-based technology companies.
- IP counsel to various medical device manufacturers in freedom-to-practice investigations and M&A transactions
- Counsel to various athletes and celebrities.

### *Professional & Community Engagement*

- American Bar Association

- American Intellectual Property Law Association (AIPLA)
- International Technology Law Association (iTechLaw)

## *Education*

- University of Pittsburgh (J.D., 1988)
- University of Waterloo, Ontario (M.M., 1985)
- Virginia Polytechnic Institute (B.S., 1984)

## *Admitted to Practice*

- North Carolina
- U.S. Patent and Trademark Office