

## M. Lance McCord

### Counsel

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### Services

Business & Finance  
Business Process Outsourcing  
Contracts & Commercial  
Agreements  
Cybersecurity, Privacy & Data  
Governance  
ERP Licensing & Systems  
Integration Transactions  
Information Technology  
Outsourcing  
Joint Ventures & Strategic  
Alliances  
Licensing & Procurement  
Managed Network Services  
Transactions  
Technology Transactions

### Industries

Technology



Lance McCord focuses his practice on outsourcing and commercial agreements, technology licensing, advertising data and targeting agreements, joint ventures and strategic alliances. Mr. McCord regularly assists clients with complex business process and IT outsourcing arrangements, joint ventures and in-bound and out-bound technology licenses. Mr. McCord also assists clients in the online advertising space with data licensing and targeted audience segment agreements.

In 2020, Mr. McCord was recommended by *Legal 500 US* for Outsourcing.

### Experience

Assisted North Georgia vision care retailer group in its strategic acquisition of a privately held retailer of optical



products and services headquartered in New Jersey. The transaction involved due diligence on more than 110 locations nationwide. The merger combined the companies into the fourth largest retail optical chain in the United States.

Represented an acute-care tertiary hospital in connection with the licensing, implementation and support of an enterprise resource platform for management of medical records from Epic Systems Corporation.

Represented Emageon Inc., a publicly traded medical image software developer, in connection with its merger with AMICAS Inc., a radiology information technology solutions provider. The transaction was structured as a tender offer followed by a short form merger.

Represented a leading provider in the maritime telecommunications industry, focused solely on the cruise line and ferry sector, in joint venture negotiations and commercial agreements.

Outside general counsel to a privately-held motion pictures and feature films production company.

Represented Fortegra Corporation, an insurance services company, in its sale to Summit Partners LP for approximately \$110 million.

Represented publicly traded international hospitality company in connection with the outsourcing of its global information technology help desk and related services to IBM. The transaction was valued at over \$40 million and was structured as a sole source negotiation.

Represented publicly traded energy company in connection with the renegotiation of an agreement for the outsourcing of data center operations and related infrastructure support services to Acxiom. The transaction was structured as a sole source negotiation and was valued at over \$30 million.

Represented a global telecommunications provider in the negotiation of a global managed network services transaction involving the provision of services in over 25 countries in support of the global operations of a major insurance company.

## **Education**

University of North Carolina School of Law, J.D. (2006)

Saint Andrews Presbyterian College, B.A., Mathematics and Philosophy (1997)

## **Admissions**

Georgia (2007)



## Professional & Community Activities

North Carolina Innocence Project, Past Participant

*North Carolina Law Review*, Past Member

American Civil Liberties Union, University of North Carolina Law School Chapter, Former Secretary

American Constitution Society, University of North Carolina Law School Chapter, Past President

## Insights

### [News Releases](#)

Kilpatrick Townsend Receives Top Rankings in 2020 *Legal 500 US*

June 23, 2020

### [News Releases](#)

Kilpatrick Townsend Elevates 11 Attorneys to Counsel

December 10, 2018

### [Publications](#)

Bringing Cloud Liability Down to Earth

December 21, 2017

### [Publications](#)

Indemnity Procedures and Liability in IT Contracts

January 22, 2016

### [In The News](#)

Kilpatrick Townsend's Media Report December 11-24, 2015

December 24, 2015

### [Publications](#)

Indemnity Terms and Conditions Key to Negotiating Information Technology Contracts

December 11, 2015

### [Publications](#)

Managing Your Technology Service Suppliers

October 2, 2015



### [In The News](#)

Kilpatrick Townsend's Media Report August 7-13, 2015

August 14, 2015

### [Publications](#)

Supplier Audit Rights in Technology Agreements

August 7, 2015

### [In The News](#)

Kilpatrick Townsend's Media Report June 26 - July 9, 2015

July 10, 2015

### [Publications](#)

Customer Audit Rights in Technology Agreements

July 1, 2015

### [In The News](#)

Kilpatrick Townsend's Media Report May 29 - June 4, 2015

June 5, 2015

### [Publications](#)

Maintaining Market Pricing in Technology Agreements

May 29, 2015