

Insights: News Releases

Kilpatrick Townsend Hosts ACC San Diego's Technology & Licensing Roundtable on Entering New Markets

April 29, 2016

SAN DIEGO (April 29) – On April 19, **Kilpatrick Townsend & Stockton** hosted the **Association of Corporate Counsels (ACC), San Diego Chapter's Technology & Licensing Roundtable** on “**Best Ways to Approach New Markets.**” Twenty in-house counsel and legal services professionals from the San Diego area attended the event.

Kilpatrick Townsend Counsel **Amit Kumar** and Ethna Sinisi Piazza, General Counsel of Taylor Guitars, led the roundtable. The roundtable discussion provided an open dialogue around different structures for expansion and legal strategies for brands entering a new product, service category, or geographic territories.

Mr. Kumar is Counsel in the Mergers and Acquisitions, Securities and Corporate Team. He leverages his unique legal, corporate and business experience to advise large and small companies – in particular consumer product brands – on matters relating to technology transactions, brand licensing, strategic alliances, manufacturing, distribution, and advertising. Prior to joining Kilpatrick Townsend, Mr. Kumar was the Vice President of Legal Affairs for TaylorMade-adidas Golf, where he represented the company in a variety of matters for over ten years.

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