

## TECHNOLOGY

*“Everything that can be invented has been invented.”*

Charles H Duell, *Commissioner, US Office of Patents, 1899*

*A bold and brave assertion indeed. Particularly as in the next 10 years Charles Duell needed to process patent applications for the radio receiver, air-conditioning, the neon light, the powered aeroplane, colour photography, sonar and even the humble tea bag and cornflakes!*

What would he have said about the computer, 3G mobiles, the internet, the jet engine and modern pharmaceuticals?

The history of humanity has evolved with the technology we have created. It will continue to do so.

Successful businesses will be those which understand the key technology trends, harness the newest technology to their competitive advantage and protect and exploit their developed intellectual property.

That's where we add value. Middletons has a team of technology lawyers skilled in all of the main technology disciplines – IT, telecoms, broadcasting and technology commercialisation.

We stay up to date with what is happening in all technology sectors in Australia and internationally so we can add value to your business decisions.

When you speak to us you will find that we know your industry and speak your language – you will not need to spend time and money getting us to understand what makes your business tick.

But it's not only industry knowledge that sets us apart. We have a track record of picking the hotspots before they arise.

This has allowed us to develop leading specialisations in telecoms regulation, wireless broadband, eCommerce and offshore technology markets such as India and Asia Pacific.

We have turned this knowledge advantage into business strategies enabling our clients to stay in control and ahead of the pack.

Yet we don't just provide technical expertise. In partnership with our clients, we take a position to provide commercially savvy advice that delivers the best business and legal solutions.

Our partners enjoy working closely with clients to implement projects and finalise transactions. Our partners are directly accessible and take a hands on role. We like to work with you as part of your extended team not for you.

Members of our team have worked within technology companies and research and institutional organisations. This gives us a unique insight into the operational aspects and expectations of our technology clients.

Our Technology team is backed by the expertise of a full service firm which provides the full suite of corporate legal services.

With that support we can work with you to help realise the full potential of the technology you are developing, purchasing or using.

Work with our team – we've engineered our approach to legal services just for you.

# Our Technology Capabilities

---

*The Technology team at Middletons is described as being 'absolutely first class' and providers of 'practical and commercial' advice – Asia Pacific Legal 500 (2005 edition).*

## Information Technology

We provide specialised, practical and solution oriented assistance to you on the full range of IT transactions. We have significant multi-jurisdictional experience, working with international companies and assisting our Australian clients expand offshore.

Our experience includes advising on sophisticated system supply or procurement contracts, multi-jurisdictional transactions and complex outsourcing arrangements.

Of course with a team focused on IT work we advise on eCommerce, reseller agreements and licence and support agreements too.

Having advised Government entities, corporates and both vendors and customers, our team has a unique understanding of the key drivers of IT transactions for all parties to the transaction.

This enables us to get you to where you want to go by charting the issues and concerns of the key stakeholders and navigating your transaction around such obstacles with well proven but innovative solutions.

## Telecommunications

We have advised on complex regulatory issues and disputes, network rollouts and a very broad range of contractual arrangements including billing contracts, service provider and dealer agreements, VMO contracts, master supply agreements, transmission and bandwidth contracts, customer contracts, satellite usage agreements and wireless broadband contracts.

We were one of the first law firms to start talking publicly about the shortcomings of aspects of telecoms deregulation and about the potential of broadband wireless in the last mile.

## Broadcasting

Our expertise in the broadcasting industry covers the provision of regulatory advice to commercial radio, television and community broadcasters. We draft and negotiate content rights agreements for broadcasters and advise on convergence issues.

Middletons also provides compliance advice to broadcasters in accordance with Federal and State legislation as well as general corporate and commercial advice on commercial agreements, joint ventures and partnerships.

Middletons also advises on defamation, contempt and copyright matters including pre-publication advice for journalists and editors.

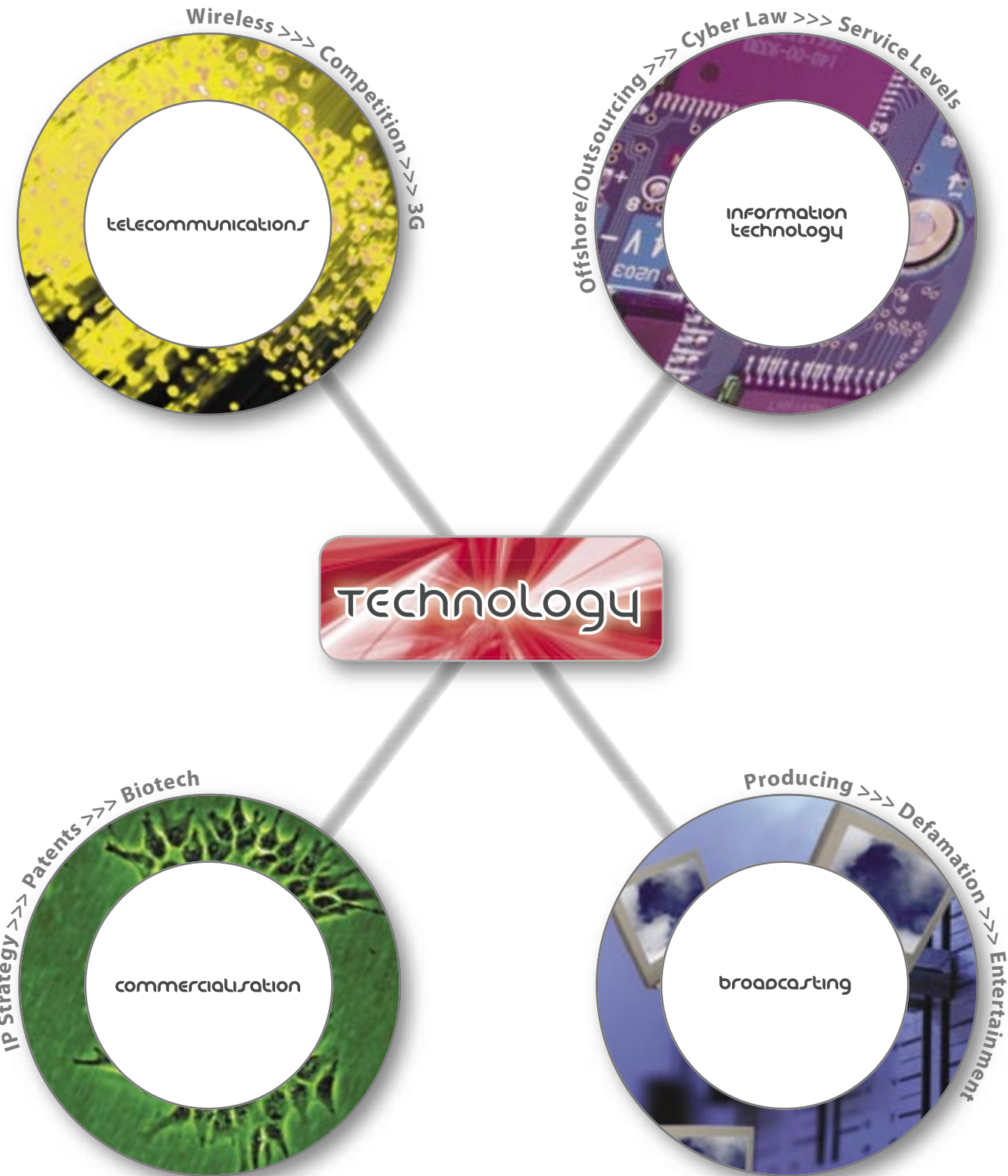
## Technology Commercialisation

Our Technology team works closely with clients (particularly in the biotechnology field) to ensure the right protection and commercialisation regimes are in place. This facilitates the maximisation of return from such an R&D intensive area.

Our team members have relevant scientific qualifications and have worked for technology companies, universities, government research organisations, cooperative research ventures and initiatives.

This provides a unique insight on the views from both sides of the commercial and research coin.

We possess an intimate knowledge of the processes required to take your technology from concept to product, to market locally and overseas, and the key players and steps required along the way.



# About Middletons

---

Middletons is a leading Australian law firm with offices in Melbourne and Sydney with around 65 partners, a further 190 lawyers and a total staff of more than 440.

We have extensive experience in acting for major corporates and industry leaders, and working on ground breaking transactions. Clients have chosen our firm because of our comprehensive skills, industry knowledge and approach to service.

Clients seek firms with industry knowledge and depth of experience to match. As a single service supplier of legal expertise, we offer our clients a broad range of legal services, including:

- » banking and finance
- » biotechnology
- » capital markets
- » commercial and corporate advisory
- » commercial litigation
- » commercial property
- » competition and trade practices
- » construction
- » corporate recovery
- » dispute resolution
- » energy
- » financial services
- » industrial relations
- » information technology
- » intellectual property
- » insurance
- » maritime

- » media and entertainment
- » mergers and acquisitions
- » project finance and infrastructure
- » resources
- » taxation and revenue
- » transport and international trade
- » workplace relations.

Middletons has expertise and knowledge in specific industries we see as integral to the Australian and world economies to ensure we understand our clients' businesses. Industries such as:

- » energy and resources
- » finance and insurance
- » health and leisure
- » manufacturing and retail
- » property and development
- » technology
- » telecommunications
- » transport, distribution and logistics.

Middletons breaks the mould when it comes to big law firms. Size, like expertise and geographical reach, is a given for our clients. Our lawyers talk our clients' language but challenge their thinking. Our approach is different to others – we offer advice and services built on intellect, inspiration, influence, involvement, integrity and individuality.

Middletons is large enough to provide detailed business advice, yet small enough to ensure cost effectiveness and guaranteed partner access.

## Further Information

E: [technology@middletons.com.au](mailto:technology@middletons.com.au)

**Melbourne:** +61 3 9205 2000

**Sydney:** +61 2 9513 2300