

Karin K. Rivard

Senior Counsel

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Karin Rivard helps clients create and protect vital revenue streams, guiding them through all kinds of development, licensing, marketing and distribution transactions, as well as strategic partnership agreements involving local, regional and global partners. She is particularly well known for her work on revenue-generating transactions that leverage the value of intellectual property assets, having worked on more than 1,000 significant deals involving IP research and licensing.

Karin frequently serves non-profit research organizations, including universities, foundations and academic medical centers, assisting them in specialized and sophisticated transactions with industry partners involving translational research, clinical trials, sponsored research, data use, material transfer, and creation of bio-specimen repositories.

She also helps inventors, developers, distributors, and other key players in the high-tech, software, cloud services, medical device, life science, pharmaceutical, agricultural, food product, and manufacturing sectors of the economy.

In her work, she helps clients to generate revenue through the development, protection and monetization of intellectual properties, including patents, copyrights, trademarks and trade secrets. As a result, clients also rely on her for assistance with IP-related due diligence associated with mergers, acquisitions and various venture capital and private equity transactions.

Karin assists clients on other complex matters as well. She helps clients with transactions to commercialize and sell their products or their business and technology services. Because of her experience in dealing with complex technical issues, she guides clients in matters involving data privacy, e-commerce, information technology and various internet-related endeavors.

Karin is known as a good listener who generates creative ideas and discussions to move parties from impasse to progress. She is a strategic thinker who is candid and direct, capable of seeing the big picture as well as paying attention to details.

In addition to her significant private practice experience, Karin has more than a decade of experience serving as in-house counsel at MIT's Technology Licensing Office, where she managed day-to-day office operations, as well as MIT's entire trademark portfolio. At MIT, she worked on

numerous transactions involving patents, trademarks and copyrights for software, medical devices and life science innovations.

Recognized by peers for her legal knowledge, Karin is a popular speaker on the subject of licensing and collaborations. She has presented at meetings for the Licensing Executives Society, the Association of University and Technology Managers, the National Association of College and University Attorneys, the Massachusetts Association of Technology Transfer Offices, and the American Conference Institute. She has also been a guest lecturer on intellectual property and licensing at Suffolk University Law School and the Brandeis International Business School.

Affiliations

- American Health Lawyers Association
- Association of University Technology Managers (AUTM)
- Boston Bar Association
- Licensing Executives Society

Admissions

- Massachusetts

Education

- University of Southern California Law School (J.D., 1992)
- Brandeis University (B.A., 1987)

Representative Matters

M&M Transport's Sale to Schneider

Representation of M&M Transport Services, a dedicated contract carrier that provides specialty solutions for the retail and manufacturing verticals, on its sale to Schneider National, Inc., a premier multimodal provider of transportation, intermodal, and logistics services. The sale further complements Schneider's Dedicated organic growth success and places Schneider on a glidepath toward \$1.5 billion in annual Dedicated contract revenues and 6,500 Dedicated tractors in service to their valued customer base.

Multi-Year, Multi-Million Dollar Cross-Border Strategic Alliance

Advised our client, a grain milling company, in furthering its strategy to acquire and develop novel grains for the North American market, including completion of a multi-year, multi-million dollar strategic alliance with companies in Australia and France.

Premier Academic Medical Center Translational Research Project

Provide ongoing legal support to premier academic medical center on all aspects of its \$100M federally funded translational research project to develop a novel vaccine in collaboration with a multi-national pharmaceutical company and federally supported agencies.

Health Care Technology Company Strategic Alliances

Representation of provider of cloud-based technology solutions used by hospitals in its strategic alliances with other providers of hospital IT services.

Counseling Startup on New Product from Prototype to Sale

Provide ongoing business counsel to a startup company developing a new beverage delivery system, from prototype development through manufacturing, supply, distribution and sale of units and consumables.

Master Service Agreement for Technology Company

Represented an online courseware developer entering into a \$10M deal to provide entire K-12 curriculum to a non-profit education center.

Formed and Represented Spin Out Company in Licensing of Medical Treatments

Formed and represented a university spin-out company to license founder's therapeutic treatments for cataracts and dry eye from founder's Nebraska-based medical center.

Consortium Funding Agreement for International Medical Research

Crafted a new consortium funding agreement template for French research institute to fund transatlantic research in the areas of cardiovascular and neurovascular disease.

Technology Acquisitions and Development Projects for Nonprofit

Represent a \$50M New York based multi-site community service organization for all significant information technology acquisitions and development projects, including a series of multi-million dollar enterprise software and technology contracts with ADP and Oracle.

Research, Licensing and Technology Transfer Counsel to Medical and Educational Institutions

Provide ongoing research, licensing and technology transfer counsel to academic medical centers, research institutions, and universities, advising on deals valued from thousands of dollars to over a hundred million dollars.

A Career in Technology Transfer

Karin has been an active participant in the technology transfer community for over 20 years. She is a frequent speaker at the Association of University and Technology Managers (AUTM), Licensing Executives Society (LES), the National Association of College and University Attorneys (NACUA), the Massachusetts Association of Technology Transfer Offices (MATTO), and the American

Conference Institute. She has been a guest lecturer on intellectual property and licensing at Suffolk University Law School and the Brandeis International Business School. Karin often provides tailored training and informational session for her clients. Some of her sessions include:

- OpenSource Licenses
- Industry/Academia: Negotiating to Win/Win
- Intellectual Property Nuts and Bolts
- License Agreements 101