

PropTech

Goulston & Storrs is uniquely positioned to serve the fast-growing PropTech industry. Our firm houses an unusual combination of corporate and real estate expertise that is essential to the innovative enterprises that are revolutionizing the development, management, sale and financing of property through technology applications and devices.

Our corporate group counsels entrepreneurs, investors, and commercial partners relating to the growth and operation of PropTech businesses. Our team includes lawyers who have acted as outside general counsel, in-house counsel and in-house technology licensing counsel for innovative enterprises and institutions.

Through our nationally recognized real estate practice and our relationship with leading players in property development, management, financing and investing, we offer a unique value add to our PropTech clients. Chambers USA has awarded our real estate practice a top-tier ranking for more than a dozen consecutive years, calling it a “superlative practice” with “the depth to offer clients assistance in a comprehensive array of real estate matters” and “a wonderfully deep bench.” Reputable developers, property owners, public-private partnerships, nonprofit institutions, family trusts and foundations, and major property investors, including private equity funds and institutional investors, rely on us for comprehensive real estate advice and counsel.

Venture Capital & Emerging Companies

For more information on our Venture Capital & Emerging Companies practice, click [here](#).

Our Services

Innovative enterprises that are revolutionizing the real estate industry benefit from Goulston & Storrs’ interdisciplinary approach, combining entrepreneurial corporate, employment, and tax experience with the industry knowledge and connections that come from one of the largest and most sophisticated real estate practices in the United States.

General Corporate Support

- Entity formation
- Negotiation and documentation of initial arrangements involving founders
- Equity incentive plan design and implementation
- Preparation of corporate governance documents and authorizations tailored to specific needs
- Providing experience-based strategic business advice and forward-looking guidance

Innovation Development and Licensing

- Drafting and negotiation of technology licensing arrangements
- Documentation and negotiation of other IP licensing arrangements
- Review and shaping of all critical early-stage commercial contract frameworks

Trademark, Copyright & Trade Secrets

- Registration, maintenance & protection of valuable trademarks
- Documentation and protection of copyrights for content and design
- Protection and leveraging of trade secrets
- Review and protection of other forms of IP with the help of selected experts

Employment Law & Counseling

- Executive compensation and key person retention
- ZRISA matters
- Compliance with applicable state and federal employment and workplace regulations
- Insights into competitive trends in human resource retention and enhancement

Tax Strategy & Planning

- Choice of entity
- Equity structures and incentives
- Cross-border agreements, joint ventures, and other special situations
- Strategic advice related to forward-looking strategies