

Kevin Maler

Partner

maler.kevin@dorsey.com

Minneapolis – 612.492.6149



A PARTNER IN THE CORPORATE GROUP, KEVIN HELPS CLIENTS, BOTH LARGE AND SMALL, DEVELOP, ACQUIRE, COMMERCIALIZE, LICENSE AND SELL THEIR TECHNOLOGY ASSETS. HE ALSO HELPS CLIENTS FINANCE THEIR BUSINESS STRATEGIES THROUGH THE PRIVATE CAPITAL MARKETS, ESPECIALLY THROUGH VENTURE CAPITAL FINANCING.

Kevin works closely with clients to understand their business objectives and to structure transactions that meet those goals. Kevin regularly advises clients in structuring, drafting and negotiating complex commercial agreements, including intellectual property licenses, distribution agreements, supply agreements, outsourcing agreements, collaboration agreements and joint ventures. Kevin has advised emerging companies on all aspects of their commercialization strategy, from developing template agreements and preparing negotiation playbooks to negotiating mission-critical agreements with key customers and vendors. He has also advised large technology clients in complex strategic transactions that combine equity investments with highly customized license and services agreements. Working with regulatory specialists, he leads transactions in the FinTech and Digital Health space and negotiates supply and collaboration agreements for clients in the food and food packaging industry.

Kevin helps tech-focused clients finance the development of their businesses through the private capital markets. And he helps clients acquire and sell their technology assets: He has advised both buyers and sellers in a variety of divestitures, asset purchases, stock purchases and mergers, especially transactions that involve the transfer and cross-license of intellectual property.

Prior to attending law school, Kevin worked for more than a decade as a business reporter and editor for newspapers in the Twin Cities and in Washington, D.C., receiving numerous state and national awards for his work. He served as the editor of the Minneapolis-St. Paul Business Journal, was a reporter and editor for the St. Paul Pioneer

Education

- University of Minnesota Law School (J.D., 2006)
 - *magna cum laude*;
Order of the Coif;
Dean's List;
Director, Maynard Persig Moot Court
- Syracuse University (M.A., English and Creative Writing, 1992)
- University of Pennsylvania (B.A., English and Economics, 1985)

Bar Admissions

- Minnesota

Press and contributed stories on business-related topics to The New York Times.

Kevin is the chair of the firm's Technology Commerce group and is co-chair of the firm's Technology Industry Group. Kevin is closely involved in the firm's recruiting efforts, serving for more than a decade on the firm's Recruiting Committee.

Select Experience

License, Development and Collaboration Agreements/Joint Ventures

- Represented a manufacturer of shrink-film packaging in the negotiation of a collaboration agreement with major manufacturer of consumer products for the development of novel drinking cups.
- Represented a manufacturer of diagnostic equipment used in the automobile repair industry in the negotiation of a cooperation agreement with brand-name producer of petroleum products to market combined offerings to automotive repair shops.
- Represented a ground transportation company in the negotiation of a collaboration agreement with a software development firm and major shipping customer for development and marketing of technology solutions to improve truckload efficiency.
- Represented a provider of payments and fraud-detection solutions in contractual joint venture with key vendor that provides solutions for identification and verification of mobile devices, including drafting and negotiating a master services agreement, statements of work and subsequent amendments.

Charitable & Civic Involvement

- Member, Dorsey & Whitney Minneapolis Recruiting Committee
- Penumbra Theater, Board Member

Accolades

- Named a Top Lawyer in Information Technology Law by Minnesota Monthly, 2024
- Listed as a "Rising Star" by Minnesota Super Lawyers, 2015
- Recommended by Legal 500 in Mergers & Acquisitions, 2015, 2019
- Mendes Hershman Student Writing Contest, sponsored by the American Bar Association Section of Business Law – Third Place

Select Presentations

- *Anatomy of a License Agreement: Tips, Traps and Best Practices*. Montana State University, June 26, 2013 and University of Montana, June 27, 2013.