Joint Ventures & Strategic Alliances

Strong Links

For companies looking to expand into new geographic markets or business lines, acquisitions or organic growth may prove too cumbersome or time consuming. Joint ventures and strategic alliances can often allow enterprises to quickly meet their business goals without the costs of internal development or external acquisition and without many of the risks of single-handed expansion. We help clients in combining their expertise in core capabilities, geographic presence, and ownership of specific technologies with other compatible entities.

Reach

Industrial Matchmaking

We represent entities in the formation of domestic and international joint ventures and strategic alliances in a broad range of industries, including telecommunications, media, financial services, manufacturing, food and beverage, health care, and pharmaceuticals. Many of our clients are businesses seeking external partners for growth capital or cutting-edge products and technology, while others are in possession of financial capital or innovative intellectual property and wish to collaborate with local partners to access new markets. We also advise on technology pooling and joint development agreements, where parties combine existing research and development efforts to create and exploit new products and technologies.

Approach

Avoiding Common Pitfalls

Our attorneys are well versed in the structural and tax planning issues surrounding ventures and alliances, and assist in developing workable governance mechanisms. Especially important in industries where the players are few, we can advise on avoiding or mitigating the antitrust and competition law issues among actual or potential competitors. Our experience has made us aware of the inherent risks associated with such business arrangements. We help clients increase the likelihood of success, and in the event parties decide to part ways, we lay the groundwork for an orderly exit.

Experience

Represented global mining equipment manufacturer in strategic alliance with a regional competitor to cross sell and provide maintenance and support for their respective products.

Represented global lighting fixture manufacturer in a strategic alliance with partners from Australia and Dubai for the development and distribution of products developed by the alliance partner in China.

Represented global telecommunications company in strategic marketing alliance with a leading mobile device manufacturer for the development and launch of a mobile application store.

Represented manufacturer in tri-party joint venture involving the combination of Canadian, U.S., and German manufacturing businesses.

Represented international food manufacturer and retailer in the formation of multiple joint ventures in China to establish wholesale and retail grocery operations.

Negotiated a strategic alliance between a global telecommunications provider and an IT service provider to create and go to market with joint cloud services offering.

Negotiated a strategic alliance agreement for a global telecommunications provider with a leading cloud services platform to provide content delivery and network solutions.

Represented financial services company in strategic alliance with competitor to cross sell each other's products and services to "round out" their respective offerings.

Represented web hosting company in its strategic alliance with Verizon to offer and sell consumer web hosting services.

Represented Fortune 100 data management company in the acquisition of an ownership interest in Global Payments Credit Services LLC, a Russian credit information joint venture between Global Payments and Home Credit and Finance Bank of Russia.

Primary Contacts

Richard Cicchillo

Partner
t 404.815.6111
rcicchillo@ktslaw.com

James Steinberg

Retired Partner
t 214.922.7144
jsteinberg@ktslaw.com

Joshua S. Ganz

Partner
t 404.815.6184
jganz@ktslaw.com