SQUIRE PATTON BOGGS

Natasha Maric



Director

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About Natasha

Natasha Maric is a director in our Intellectual Property & Technology team. Her practice incorporates advising clients on commercial and intellectual property matters.

She has experience across a variety of industries, with a particular focus on clients in the technology, advertising, media and branding, and sporting sectors.

Natasha has previously worked in the in-house legal team of a major advertising group and has undertaken a secondment at a leading entertainment company.

Natasha is a contributor to our *Global IP & Technology Law Blog*.

Experience

Technology

- Assisting clients with the negotiation of various agreements for technology-related matters, including advising one of the world's biggest brands on a range of IT contracts for a major, multiyear digital transformation project with respect to SAP's S/4HANA.
- Drafting and negotiating various technology-related agreements, including software-as-a-service (SaaS) agreements, system integration contracts, support services agreements, software development contracts (agile and waterfall), outsourcing agreements, end user licence agreement (EULAs) and platform terms of use.
- Assisting clients with AI matters, including drafting AI-related provisions for vendor contracts, updating client terms of business to deal with the use and licensing of AI software, and preparing internal and outward-facing policies in relation to the use of AI.
- Advising on open-source software matters, including software licensed under the GNU General Public License.
- Drafting and negotiating a range of commercial contracts in relation to the development of IP, including complex, multiparty R&D agreements and collaboration contracts for high-value technology projects.

Advertising, Media & Branding

- Assisting clients with advertising, media buying and PR agreements, including advising a major outdoor advertising company on its bid for the largest advertising contract in Europe.
- Drafting and negotiating vendor contracts for one of the world's largest social media platforms in relation to audience measurement.
- Negotiating a major multiyear sponsorship and pourage partner agreement in the Republic of Ireland for a leading festivals and events promoter.
- Advising brand owners and agencies in relation to advertising campaigns, marketing communications and the engagement of influencers, including compliance with the Advertising Standards Authority's (ASA) Committee of Advertising Practice (CAP) and Broadcast Committee of Advertising Practice (BCAP) codes.

Sport

- Advising the official shirt partner of an English Premier League football club on its sponsorship agreements and on various marketing matters.
- Drafting and negotiating agreements with talent for sponsorship and endorsement matters, including in relation to a major international golfing competition.
- Assisting current and former English Premier League footballers and clubs with general commercial contracts and licensing arrangements.
- Advising a leading over-the-top (OTT) sports streaming and entertainment platform on the comparative advertising regime, including in relation to bidding on competitors' trademarks as keywords.

Credentials

Education

- College of Law, L.P.C., 2010
- University of Sussex, LL.B., 2008

Admissions

- England and Wales, 2015

Expertise

Services

- Intellectual Property & Technology

Industries

- Advertising, Media & Brands

About our firm

One of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.