

Kevin Maler

Partner

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Kevin structures and negotiates the technology and commercial agreements that turn his clients' intellectual property into revenue — whether they are licensing a breakthrough product, building a platform business, or selling a technology asset.

Kevin advises companies at every stage of their commercial life cycle on the deals that make technology assets productive. His clients range from early-stage software developers and FinTech startups to Fortune 500 companies, and what they share is a need for someone who can translate business strategy into enforceable agreements — intellectual property licenses, distribution and supply agreements, outsourcing and cloud services agreements, collaboration agreements, and joint ventures.

Much of Kevin's work sits at the intersection of technology and industry. He leads transactions in the FinTech and Digital Health spaces, working alongside regulatory specialists to structure deals that combine equity investments with highly customized license and services arrangements. He negotiates supply and collaboration agreements for clients in many industries, including the food manufacturing and food packaging industry, and he has guided emerging companies through the full arc of commercialization — from drafting template agreements and preparing negotiation playbooks to closing mission-critical deals with key customers and vendors. He frequently advises on cross-border transactions, often working with clients and counterparties in Canada, China and the Nordic countries.

Kevin also counsels tech-focused companies on private capital markets financing, advising both companies and investors in venture capital transactions, including angel rounds, seed rounds and preferred stock issuances. On the transactional side, he represents buyers and sellers in asset purchases, stock purchases, and mergers, with particular depth in carve-out transactions that require careful attention to technology transfer and cross-licensing of intellectual property.

Education

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

Bar Admissions

- Minnesota

His background before law gives him an instinct for clarity that shows up in his drafting. Kevin spent more than a decade as a business reporter and editor — including as editor of the Minneapolis-St. Paul Business Journal, as a business columnist for the St. Paul Pioneer Press, and as a contributor on business topics to The New York Times — before attending law school, and that experience shapes how he explains complex deal structures to clients and counterparties alike.

Select Experience

License, Development, and Collaboration Agreements / Joint Ventures

- Represented a Swedish consumer products company in negotiation of a collaboration agreement with a research and development firm to identify and commercialize novel enzymes for use in the manufacture of paper products.
- Represented a Swedish subsidiary of a multinational food manufacturer in negotiation of a license and commercialization agreement and related co-manufacturing agreement as part of a wide-scale rollout of a popular Swedish candy in the United States, Canada and Asia.
- Represented an early-stage manufacturer of components for EV batteries in a cross-border license and development agreement and related consulting agreement with a Chinese EV battery manufacturer to license-in technology to develop and commercialize anode materials for US EV manufacturers.
- Represented a multinational manufacturer of solar modules in a complex joint venture with U.S. counterparty, including negotiation of a technology license agreement, trademark license agreement, operational support agreement and sales agency and aftermarket support agreement.

Charitable & Civic Involvement

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

Accolades

- Top Lawyer in Information Technology Law by *Minnesota Monthly*, 2024