

Michelle Tyde

Counsel

1100 Peachtree Street NE
Suite 2800, Atlanta, GA USA 30309
t 404.815.6001 | f 404.541.3306
mtyde@kilpatricktownsend.com



Services

Cybersecurity, Privacy & Data
Governance
Information Technology
Outsourcing
Technology Transactions

Industries

Financial Services
Health & Life Sciences
Media & Entertainment
Retail & Consumer Goods
Technology

Michelle Tyde focuses her practice on transactions involving intellectual property, technology, and data.

Michelle has structured and negotiated a diverse range of complex business transactions, including joint development, strategic alliances, technology licenses, cloud based services, data analytics, e-commerce, cobranding and cross-marketing, distribution, and managed services. She also assists clients with data privacy compliance strategies, policy development and implementation, data monetization and data use analyses, privacy by design in product development, and privacy and security issues in transactions. Particular areas of focus include emerging technologies such as AI, ad tech, and compliance with rapidly evolving state, federal and international privacy regulations, including the California Consumer Privacy Act.

Michelle's clients span a wide range of industries, including telecommunications, financial services, technology, health care, digital media, retail services, and hospitality. She has worked with diverse clients, including startups, leading research universities, and *Fortune* 500 companies.

Prior to joining the firm, Michelle was a partner in the Atlanta, Georgia office of a national law firm, where she advised clients on technology and intellectual property matters. She also represented AT&T, as IP counsel, in negotiating technology license agreements. Earlier, Michelle served as in-house counsel at Qwest Communications in Denver, Colorado.

She is an adjunct professor at Emory University School of Law, where she teaches contract drafting for the Center for Transactional Law and Practice. Michelle is also a Certified Information Privacy Professional (CIPP/US) through the International Association of Privacy Professionals (IAPP), and serves as one of the Co-Chairs for the Atlanta KnowledgeNet Chapter (2019-2020).

She was recognized by *The Best Lawyers in America*® in 2023 and the five years immediately preceding for Privacy and Data Security Law. Michelle has an AV Preeminent® Rating in the Martindale Hubbell Legal Directory.*



Experience

Draft and negotiate various IP asset transactions for *Fortune* 500 telecommunications company, including M&A deals, strategic alliances, joint development agreements, and patent, brand, and technology license agreements.

Advised international AI and autonomous technology company in the global expansion, protection, and licensing of its proprietary technology and trademarks.

Represent world leader in modified atmosphere transportation in drafting and negotiating joint development and manufacturing agreement pursuant to which the parties will co-manufacture and supply product packaging for perishable fruits.

Represent client in drafting and negotiating Development and Exclusive Supply Agreement for the development and manufacture of products combining the client's proprietary, patented formula with the other party's specifications and manufacturing processes.

Advise *Fortune* 500 Company on best practices for a comprehensive IP program, including clean-room procedures to avoid potential liability for breach of confidentiality and/or misappropriation of trade secrets claims made by potential development partners and vendors

Represent both customer and vendors in negotiating cloud-based technology transactions for various services and solutions, including payment processing and P2PE solutions, customer-relationship management services, advertising technology, data analytics, AI, and employee recruitment and payroll services,

Negotiate software licenses, SaaS agreements, and data analytics transactions on behalf of a regulated financial institution with various vendors including IBM, Adobe, and Visual IQ.

Advise clients regarding compliance with privacy regulations, including developing playbook for CCPA compliance, and best practices for cybersecurity protection for IoT devices and consumer products and services.

Education

Mercer University Walter F. George School of Law J.D. (1996) *magna cum laude*

Mercer University B.A. (1993) Communications and Political Science, *summa cum laude*

Admissions

Georgia (1996)

Professional & Community Activities



Atlanta IP Inn of Court, Executive Committee, President (2019-2020)

Awarded Linn Inn Alliance Distinguished Service Medal by Judge Richard Linn (2016)

American Inns of Court, Program Awards Committee Member (2014-2015)

Georgia State Bar Association, Intellectual Property and Technology Sections, Member

International Association of Privacy Professionals, Certified Information Privacy Professional (US)

Insights

Perspectives

5 Key Takeaways IP Considerations in M&A Transactions

February 16, 2023

Publication

Patent Licensing

December 16, 2022

Perspectives

6 Key Takeaways | What You Don't Know Can Hurt You: Best Practices and Hot Topics For Patent & Technology Licensing

August 25, 2022

News Releases

Kilpatrick Townsend Earns Top Recognitions in 2023 Edition of The Best Lawyers in America®

August 18, 2022

Events

What You Don't Know Can Hurt You: Hot Topics and Best Practices For Patent & Technology Licensing Transactions

August 1, 2022