



William B. Cannon

Partner

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t 919.835.4654



Will Cannon helps clients negotiate technology contracts and safeguard their intellectual property rights. He is skilled at analyzing contracts and explaining legal complexity, walking clients through the information they need to complete a deal.

Will represents Fortune 500 companies, midsize manufacturers, public and private colleges, startups, and individual clients. He co-leads Parker Poe's Education Industry Team and manages the trademark portfolios of universities across North Carolina. He has also negotiated multimillion-dollar deals with some of the country's largest social media and software companies. He is a North Carolina State Bar board certified specialist in trademark law and co-chairs the N.C. Bar Association's Intellectual Property Licensing Committee.

In the area of privacy law, clients rely on Will as they prepare for and respond to security breaches. The U.S. currently has a complicated state-by-state patchwork of security breach statutes, and Will helps clients large and small navigate that landscape.

In addition, he is experienced with contracts involving cloud software, data sharing, distribution and supply, logistics, disaster recovery, and other areas. He has advised clients on both sides of franchise agreements, whether they are looking to open a local franchise or want to sell their business using that model.

Outside of work, Will uses his understanding of intellectual property to serve nonprofits in North Carolina. He provides pro bono services to the Inter-Faith Food Shuttle, Carroll's Kitchen, A Place at the Table, Pretty in Pink Foundation, Kanuga, Water for Wildlife, and other organizations. In 2017, the N.C. Bar Association's Intellectual Property Section honored Will with its Outstanding Achievement Pro Bono Award.

REPRESENTATIVE EXPERIENCE

- Negotiated multimillion-dollar technology contracts, including software licenses, cloud services agreements, development agreements, electronic medical record agreements, and consulting services agreements.
- Conducted website audits to evaluate and strengthen companies' website terms and conditions and end-user "click-through" agreements.



RALEIGH OFFICE



PRACTICE AREAS

Intellectual Property
 Information Technology
 Business Law
 Mergers, Acquisitions &
 Joint Ventures
 Governance, Risk &
 Compliance
 Cybersecurity & Data
 Privacy
 Beverage Industry
 Retail Automotive Dealers



EDUCATION

University of North Carolina
 at Chapel Hill
 JD, *cum laude*, 2005
 Davidson College
 BS, 2002



ADMISSIONS

North Carolina, 2005



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- Advised companies on privacy laws, including the FACT Act, state security breach statutes, the Children's Online Privacy Protection Act, the Gramm-Leach-Bliley Act, the Fair Credit Reporting Act, and the FTC Act.
- Oversaw trademark selection, registration, maintenance, and enforcement on behalf of clients ranging from Fortune 500 companies to private entities and individuals.
- Assisted franchisors establishing franchise systems, and counsels franchisees evaluating franchise opportunities.
- Counseled startup entrepreneurs and developers on the contractual protection of their apps and other intellectual property.
- Addressed online infringement, including recapturing infringing domain names and shutting down infringing websites.
- Litigated trademark opposition and cancellation proceedings before the U.S. Patent and Trademark Office.
- Represented public and private universities in connection with the protection of their trademark portfolios.
- Represented credit unions in connection with technology contracts, service agreements and privacy regulations.

CLIENT ALERTS

- "Detecting and Disarming 'Landmines' Hidden in Commercial Contracts," July 2017
- "Deadline to Implement Identity Theft Prevention Program: November 1, 2009," September 2009
- "Data Security Breaches in North Carolina: Governor Perdue Signs Law Enacting Stricter Rules," July 2009
- "Act NOW to Protect Your Trademarks on Facebook," June 2009



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PUBLICATIONS

- "Licensing Free Speech," Co-author with Paul H. Zigas, Education Law Section of the North Carolina Bar Association, Vol. 28, No. 2, June 2016

SPEAKING ENGAGEMENTS

- "Government & Public Sector Section Annual Meeting," April 2018
- "Preparing for the Worst: Evolving Your Cybersecurity Plans With Data Security and Privacy Laws," Parker Poe GRC Forum, September 2017
- "Detecting and Disarming 'Landmines' Hidden in Commercial Contracts," Association of Corporate Counsel, July 2017
- "Managing a Large Trademark Portfolio," 2017 North Carolina Bar Association IP Institute, April 2017
- "Greenville SEED Seminar: Intellectual Property Protection," Panelist, February 2017
- "Protecting Your Ideas -- Patents, Copyrights and Other Forms of Intellectual Property Protection," Speaker, Idea to Impact forum, April 2016
- "An Asset Often Overlooked: Managing IP Rights," Presenter, Parker Poe Presents - Navigating the Legal Waters: Foreign-Owned Businesses in the U.S., October 2015
- "Cybersecurity Law: It's Only a Matter of Time," Association of Corporate Counsel - ACC SC Annual Meeting, November 2014
- "Avoiding Landmines in Contracts," Carolina Credit Union League, May 2013

HONORS

- North Carolina Bar Board Certified Specialist in Trademark Law
- *Chambers USA: America's Leading Lawyers* in Intellectual Property, 2013-2015, 2017-2019



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- North Carolina Bar Association's Outstanding Achievement Pro Bono Award for the IP Section, 2017
- *Business North Carolina* magazine's "Legal Elite" in Intellectual Property, 2016-2019; Young Guns, 2016
- *North Carolina Super Lawyers* Rising Star, 2013-2019

MEMBERSHIPS

- North Carolina Bar Association Intellectual Property Law Section, Licensing Committee, Co-Chair, 2018-present; Trademarks, Copyrights, and Trade Secrets Committee, Co-Chair, 2017-2018
- North Carolina Bar Association, Privacy and Data Security Committee
- Inter-Faith Food Shuttle, Board of Directors, 2019-present