



## Travis Campbell

### Partner

Austin

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## OVERVIEW

Travis Campbell advises emerging, mid-sized, and global Fortune 500 companies in transactions where intellectual property (IP), technology, and/or data privacy issues are material, such as agreements for patents, software, cloud services, outsourcing, technology transfer and development, joint ventures, manufacturing and distribution, brand licensing, cooperative marketing, independent contractor and vendor agreements, IP assignments, and other complex or high-value commercial arrangements.

In addition, Travis regularly counsels regarding domestic and international data privacy regulations, including the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR), as well as issues relating to IP clearance, protection, and enforcement.

Travis also has significant experience supporting litigation activity (whether active or pre-litigation) by negotiating resolutions that take account of not only the particular dispute but also the resolution's impact on future disputes and licensing discussions. Travis's practice straddles several interrelated areas to ensure that his clients' business and strategic priorities are not left in isolation when it comes to arguably the most important part of any dispute or transaction: getting it across the finish line with a document that can withstand scrutiny in a courtroom years later if necessary.

Travis has provided advice to clients in a wide variety of industries, including autonomous vehicles, aerospace and avionics, health care, academia, shipping and warehousing, financial services, entertainment, and others. Travis's recent experience includes: representing technology clients in more than 100 transactions with service providers, manufacturers, and customers for various services, components, and products with deal values up to \$300 million; advising both buyers and sellers regarding IP- and data privacy/security-related issues in more than 10 M&A deals with values ranging from US\$100 million to over US\$17 billion; negotiating dozens of patent license agreements covering a range of technologies and industries, such as stadium lighting systems, wireless earphones, inductive couplings, DNA/RNA sequencing technology, and homeopathic therapeutic methods; and representing the authors of an internationally acclaimed educational curriculum in connection with their charitable donation to a prominent university.

Hailing from Australia, Travis takes a particular interest in helping Australian companies do business in the United States.

## PROFESSIONAL BACKGROUND

Prior to joining the firm, Travis served as an associate for a US-based international law firm where he focused his practice on negotiating and drafting agreements for numerous technology-related transactions, including cloud and on-premise software agreements, joint development agreements, intellectual property licenses, and master services agreements, among others.

## ACHIEVEMENTS

- Listed in the *Best Lawyers: Ones to Watch®* in America in Austin
  - Corporate Law, 2024
  - Mergers and Acquisitions Law, 2023-2024

## PROFESSIONAL / CIVIC ACTIVITIES

- Austin Intellectual Property Law Association
- Lawyers for the Creative Arts
- Texas Accountants and Lawyers for the Arts

## SPEAKING ENGAGEMENTS

- Presented on *Operations and Supply Chain Management* for Austin Technology Council's Startup University, February 2020

## EDUCATION

- J.D., University of Illinois College of Law, 2013 (*magna cum laude*; *The Elder Law Journal*, Managing Editor)
- B.Mus., Australian National University, 2004 (*with Distinction*)

## ADMISSIONS

- Bar of Texas
- United States Court of Appeals for the Federal Circuit
- United States Court of Appeals for the Fourth Circuit
- United States Court of Appeals for the Seventh Circuit
- United States District Court for the Northern District of Illinois

## OTHER PUBLICATIONS

- Co-Author, *"Will Consent and "Consumer Expectations" Become Obsolete under GDPR?"* Wolters Kluwer Legal Insights (March 2019)

## NEWS & EVENTS

- 18 August 2022, More Than 350 K&L Gates Lawyers Named Among 2023 Best Lawyers in America, Ones to Watch
- 1 March 2022, K&L Gates Names Nearly 40 New Partners, Of Counsel, and Government Affairs Advisors Across Firm

## AREAS OF FOCUS

- Technology Transactions and Sourcing
- Data Protection, Privacy, and Security
- IP Procurement and Portfolio Management

## INDUSTRIES

- Artificial Intelligence
- Technology

## EMERGING ISSUES

- Social Media Law