



SHAWN R. MCINTEE

Partner
Chair of Technology, IP & Media Group

shawn.mcintee@maslon.com

Phone: 612.672.8316 | Fax: 612.642.8316

OVERVIEW

Shawn McIntee is, first and foremost, a business lawyer. As a board member once commented, "Shawn views every transaction from a business perspective and applies the law accordingly."

Public and private businesses alike—from startups to the Fortune 50—value Shawn's attention to detail, responsiveness, and acute ability to make business, technology, marketing, and legal matters work in harmony to achieve client goals. He skillfully advises across a broad spectrum of legal needs, with particular experience in technology and software transactions, mergers and acquisitions, and corporate and commercial law (including contracts, electronic commerce and advertising), technology and software transactions, and emerging companies.

Shawn represents manufacturers, technology companies, service companies, software companies, law firms, and financial services companies—and has considerable experience in technology matters. He is dedicated to serving his clients and committed to supporting the entrepreneurial community through his longstanding role as review board member for the Minnesota Cup—the largest statewide startup competition in the country.

Mergers & Acquisitions

Shawn has advised public and private buyers and sellers in a wide variety of domestic and international M&A transactions, including the sale and purchase of divisions and management buyouts as well as the formation of joint ventures. These transactions have spanned a wide range of industries, including software and technology, services, manufacturing, retail, consumer products, and financial services.

Technology, IP & Media

Shawn is the chair of Maslon's Technology, IP & Media Group and represents both advertisers and Fortune 500 companies creating, using, and purchasing technology. He has extensive experience drafting and negotiating complex transactions involving technology and intellectual property rights, including SaaS agreements, hosting agreements, traditional and Agile software development agreements, joint ventures, and license agreements.

AREAS OF PRACTICE

Technology, IP & Media

- AdTech, Media & Advertising
- Technology & Intellectual Property

Corporate & Securities

- AdTech, Media & Advertising
- Closely Held Businesses
- Emerging Businesses & Venture Capital
- General Counsel Services
- Intellectual Property & Technology
- Management & Leveraged Buyouts
- Mergers & Acquisitions

BAR ADMISSIONS

Minnesota, 1994

EDUCATION

University of Minnesota Law School
J.D., *magna cum laude*, 1994

University of Minnesota, Carlson School of Management
B.S., 1988
Finance and Marketing

Shawn also assists clients in advertising and marketing, much of which is technology and intellectual property related. He regularly reviews, negotiates, and prepares agreements dealing with media, agency/client agreements, licensing of intellectual property rights, and media purchasing. His extensive negotiation experience in various transactions and knowledge of the advertising world provides his clients with a distinct advantage. Prior to becoming a lawyer, Shawn gained valuable insight and acumen working for IBM and NCR, experience which he leverages for his clients

Shawn graduated *magna cum laude* from the University of Minnesota Law School in 1994. He also holds a finance and marketing degree from the Carlson School of Management at the University of Minnesota.

SELECTED EXPERIENCE

- Represented a Fortune 50 company in connection with international advertising technology transaction.
- Regularly represent large public company in negotiation of multimillion-dollar custom software development agreements.
- Regularly represent large public company in connection with procuring IT functionality, procuring advertising and protecting its marketing and advertising intellectual property.
- Represented international public company in connection with a U.S. and international joint venture for the exploitation of patented intellectual property.
- Represented employment screening service provider in a sale to a private equity group in a multimillion-dollar transaction that also involved a pre-close spin-off of a software business.
- Represented pipeline manufacturer in a sale transaction to a public corporation yielding over \$80 million in sale proceeds.
- Represented large multinational corporation based in England in connection with the acquisition of a large manufacturer for \$73 million in cash.
- Represented a management team in connection with the management buyout of a regional medical device distributor.
- Represented an internet-related technology company in the sale of its stock to a large multinational advertising company.
- Represented a large internet-based company in connection with the acquisition and divestiture of various operating subsidiaries.
- Represented a national manufacturer in connection with the sale and divestiture of various operating companies.
- Represented a multinational Australia-based corporation in connection with the acquisition of a United States-based feed mill business.
- Represented a family owner in connection with the sale of a multi-dealer automobile business.
- Represented a large regional paint manufacturer, distributor, and reseller in connection with the acquisition of several operating businesses.
- Represented environmental recycling company in the acquisition of several operating business units.

LEADERSHIP & COMMUNITY

- Minnesota Cup: Grand Prize Review Board 2010-2020; Biosciences Division Review Board 2006-2009

SELECTED PRESENTATIONS

- "Think Like Private Equity: How PE firms buy companies & maximize returns," moderator, Quazar Capital, 2017
- Maslon Sponsors 12th Annual Minnesota Cup Competition; Served as Minnesota Cup Review Board Member
- "Digital, Software, Licensing, and Technology Agreements: Transactional & Litigation Perspectives," panel member, Contracts In Context, ACC Minnesota, 2016
- Maslon Sponsors 10th Annual Minnesota Cup Competition; Served as Minnesota Cup Review Board Member