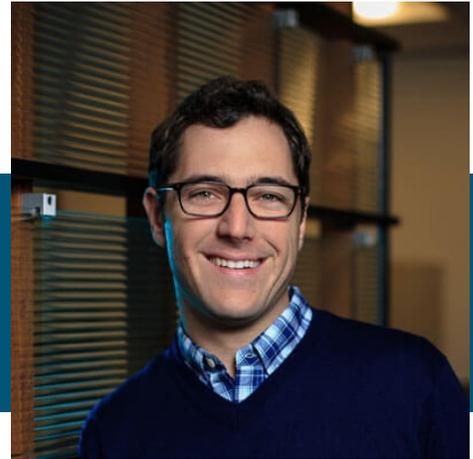


Alexander M. Hecker

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About

Alex Hecker practices in the Emerging Companies group at McNaul Ebel. His practice is focused on intellectual property matters. Alex also manages complex finance transactions, including private placements of securities involving major venture capital firms.

Alex is particularly passionate about the video game space. His work for game developers ranges from Reg D financings to publishing agreements to brand protection to compliance with third-party software licenses. As an avid gamer himself, Alex is able to identify and focus on protecting those features that make each of his developer clients' games unique when negotiating with publishers. Clients often include Alex in their conversations about community management and the expectations of their user bases in connection with topics such as digital privacy.

In addition to working with video-game companies, Alex represents a wide spectrum of clients that rely on the web to conduct their business and include, for example, service providers in the fields of social media, medication therapy management, and software development. He is called on by his technology clients to structure and prepare software license agreements, master services agreements, software maintenance plans, service level agreements, SaaS agreements, value-added reseller agreements, terms of service, end user license agreements, and privacy policies, to name a few. Alex helps clients develop privacy practices that are designed to align with the expectations of consumers and applicable privacy laws, including the Children's Online Privacy Protection Act. Alex assists clients in shaping patent, trademark and copyright license transactions and assignments and, when the time comes, prepares and negotiates the instruments needed to memorialize such transactions.

Alex is also experienced in the prosecution, maintenance, and enforcement of trademarks and copyrights. Where conflict arises, Alex collaborates with the firm's litigators to litigate opposition and cancellation proceedings before the Trademark Trial and Appeal Board and, to the extent possible, works with clients to amicably resolve disputes that may arise.

Practice Areas

Emerging Companies

Education

University of Arizona James E. Rogers
College of Law (J.D., 2013)

University of Arizona (B.A., 2009)

Bar Admissions

Washington State, 2016

Arizona, 2014

Court Admissions

U.S. District Court for the District of
Arizona, 2014

Prior to joining McNaul Ebel in July 2016, Alex worked with his father, an adjunct professor of law and entrepreneurship at the University of Arizona. In his free time, Alex enjoys playing guitar and piano with his band, playing Skyrim (again), spending time with his dog, and fly fishing.

Representative Cases & Matters

- Represented a Seattle-based video game developer in connection with a \$12,000,000 game funding agreement with a UK-based video game software developer.
- Closed a virtual reality gaming startup's \$2.6M seed round of financing.
- Negotiated and closed \$8,000,000 video game publishing and development transaction between publicly-traded video game publisher and Seattle-based video game developer.
- In collaboration with an FTC-approved COPPA Safe Harbor Program, prepared custom Terms of Service and Privacy Policy for social virtual reality video game with a view to compliance with the Children's Online Privacy Protection Act.
- Advised video game developer with respect to compliance with Open Source Licenses, including MIT and Apache 2.0 licenses.
- Advised Puget Sound-based indie game developer regarding a Distribution Agreement with publicly traded video game publisher.
- Prepared suite of customer-facing documents, including Terms of Service and Value Added Reseller Agreements, for international document proposal software company.
- Structured and prepared documentation for complex patent licensing transaction between two Pacific Rim software companies.
- Litigated Cancellation and Opposition Proceedings before Trademark Trial and Appeal Board.
- Prepared suite of customer-facing documents for Seattle-based software developer, including master service agreements and software maintenance plan.