



Richard S. Marcus

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Practice Areas

Banking & Financial
Institutions

Data Privacy & Cybersecurity

E-commerce and Information
Technology

Intellectual Property

Tax

Technology & Digital
Business

Trust Company Industry
Group

Admissions

Wisconsin

Education

Juris Doctor, Harvard Law
School, *cum laude*

Bachelor of Arts, University
of Wisconsin-Madison,
English

Rick Marcus is a member of the Banking & Financial Institutions and Technology & Digital Business Practice Groups in the Milwaukee office.

Rick's primary practice involves representing businesses in providing and acquiring all types of information technology solutions, including software licensing transactions, hosting services and SaaS arrangements, professional services engagements, managed services engagements, and custom software development transactions. His experience representing software companies gives him unique insight into the issues to be addressed in advising clients in this area. He has also assisted financial institutions with their online banking, remote deposit capture, treasury management, image exchange and other technology-based products and services, as well as other aspects of their businesses such as merchant services.

Rick handles privacy and information security matters and has experience dealing with security breaches, including the unique issues that are involved when payment card data is compromised. Rick also counsels clients regarding compliance with various privacy laws such as GDPR and CCPA.

Rick also handles strategic alliance, reseller, R&D, and license transactions involving IT and non-IT products and services, including those with patent and other IP aspects. When patent or trademark issues predominate, he works in conjunction with our IP lawyers.

In contract work, Rick works closely with in-house counsel, as well as senior management such as a Chief Technology or Information Officer, or other managers such as a strategic alliance or business development manager. In contracts for acquiring IT solutions, Rick also works with project team leaders or business unit owners, or both together, as circumstance may dictate.

In his many years of practice, Rick has acquired broad experience in corporate, tax, intellectual property, antitrust and franchising, has represented large and small businesses in industries as varied as technology, manufacturing, retail, and the hospitality and travel industries, and has frequently worked closely with members of all the specialty areas within our firm.

In his general business practice, Rick negotiates, drafts and reviews all types of contracts and counsels his clients with respect to various business planning issues, and assists them in varied business transactions. He also frequently provides personal advice and counsel to the owners of businesses he has represented and their families.

Professional Association Memberships

ITechLaw Association

Activities

Lubavitch of Wisconsin – Chairman of the Board of Directors

Honors

AV Preeminent® Peer Review Rated by Martindale-Hubbell®