



## KENT W. LARSON

President, Founder and Attorney at Law

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### PROFESSIONAL PROFILE

Kent Larson founded The General Counsel Ltd. ([www.gcl.com](http://www.gcl.com)) in 1985 to provide outsourced in-house counsel services to business enterprises. Since then, he has served as general counsel and senior counsel to many clients, ranging in size from start-ups to Fortune 100 corporations.

With background in law, engineering and business, Kent has extensive experience in a wide variety of legal areas important to a broad range of companies:

- *Commercial matters*, including purchase and sale agreements, distribution agreements, marketing agreements, sales representative agreements, credit and collections matters and commercial real estate leases;
- *Technology and intellectual property*, including product development agreements, technology transfers, licensing arrangements, software licensing agreements, portfolio development and management, trade secrets and trademarks;
- *Corporate matters*, including multi-faceted strategic alliances, mergers and acquisitions, divestitures; business formations, corporate secretarial, support of securities counsel and employment matters;
- *International business*, including trans-national agreements, offshore sourcing, sales and procurement matters, employment matters, distributor agreements and sales representative relationships;
- *Outside counsel coordination* regarding corporate matters, products liability defense and international sales, distribution and employment law; and
- *General legal matters* of significance to technology and non-profit companies.

Kent was a key resource to the legal department of a major telecommunications equipment and software company for nearly 20 years. Serving as a “go to” attorney for

transactions, especially strategic alliances and technology-oriented matters, he helped his client multiply revenues 70-fold during this period.

In addition to practicing law and managing successful law practices, Kent has been a founding principal in successful business enterprises dedicated to helping clients (1) develop strategic business relationships and (2) develop, manage and extract value from intellectual property portfolios.

Kent has served as adjunct professor of International Business Transactions at the University of St. Thomas Law School.

### PRIMARY PRACTICE AREAS

General business practice for both for-profit and non-profit enterprises of all sizes

Commercial transactions, ranging from simple agreements to complex partnering relationships and strategic alliances

Technology law, including IP strategy, licensing and management of intellectual property

Corporate legal matters

International business transactions

### EDUCATION

Juris Doctor, University of Minnesota

Graduate school: Masters program in International Management, School of Public Affairs (now the Humphrey Institute)

Bachelor of Science, Mechanical Engineering, University of Minnesota, High Distinction

### BAR ADMISSION

Minnesota

### PROFESSIONAL ACTIVITIES

Minnesota State Bar Association, Hennepin County Bar Association, Ramsey County Bar Association (Past Chair, Corporation, Banking and Business Law Section), Corporate Counsel

Association of Minnesota; Licensing Executives  
Society, Turnaround Management Association.