

## White and Williams Lawyers Deliver for Augmented Reality Company ImagineAR

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A team of White and Williams lawyers helped ImagineAR launch its new augmented reality software application and partner with companies to enhance and distribute it worldwide. ImagineAR's cutting-edge software allows users to superimpose video of people or things provided by the software onto video captured by the user on a mobile device in real-time. One offering includes a virtual Santa singing a carol that can be placed and recorded in front of a user's tree or fireplace.

Partner Josh Mooney drafted the U.S. privacy policy and engaged with European counsel to provide the foundation for the worldwide launch. Partner Randy Friedberg created Terms of Service for ImagineAR's software application and website, and Counsel Bruce MacLennan crafted a software development kit (SDK) license agreement for incorporating the software into other platforms. Frank Bruno represents ImagineAR in patent and technology matters and provided subject matter knowledge.

"Frank Bruno and his team were highly responsive as our IP legal counsel and truly demonstrate in-depth expertise with regard to Mobile App IP, Privacy and Terms of Service," said Alen Paul Silverstieen, President & CEO of ImagineAR. "As we continue to expand our augmented reality platform throughout the world, White and Williams provides an interactive and consultative approach to meet both our technical, legal and budget requirements meeting tight deadlines. We look forward to working together long-term as our ImagineAR Platform expands globally in the augmented reality marketplace."