



Alan J. Hartman

Counsel

ahartman@ubglaw.com

Cincinnati - 513.698.5026

Alan provides clients with pragmatic legal and business advice in intellectual property and information technology matters. With more than 45 years of experience, he is a go-to lawyer for information technology transactions, helping clients achieve their business objectives by reviewing, negotiating, and drafting IT contracts. Having represented numerous vendors and end-users alike, he brings an appreciation of both perspectives to the table to achieve win-win solutions. Alan provides practical legal and business counseling on IT transactions and creative approaches to protecting and advancing his clients' interests.

With significant experience in technology development and commercialization, including licensing and technology transfers, cloud computing, E-Commerce, website development and hosting, security, and privacy, Alan assists clients in IP protection and trademark and copyright registration and prosecution. He provides consultation and strategic planning advice regarding business entity formation and funding, mergers and acquisitions, international transactions, and product acquisition and distribution.

Alan has achieved the highest possible ranking, AV Preeminent®, from Martindale-Hubbell Peer Review Ratings, and is named a Cincy Leading Lawyer in Computer, Internet, and E-Commerce Law by *Cincy Magazine*. Since 2016, Alan has been named to *The Best Lawyers in America*® list in Information Technology Law and was also designated *Best Lawyers*® 2022 "Lawyer of the Year" for Information Technology Law.

In his free time, Alan enjoys visiting his children and grandchildren, reading, watching movies, and playing golf.

Education

- Duns Scotus College (B.A., *with honors*, 1974)
- Salmon P. Chase College of Law, Northern Kentucky University (J.D., 1978)

Bar Admissions

- Ohio
- Kentucky

Practices & Industries

- Data Privacy & Cybersecurity
- Technology & Intellectual Property Transactions
- Business Law
- Intellectual Property & Technology
- Trademark Prosecution, Licensing, & Enforcement
- Commercial Contracts

Professional Affiliations

- International Technology Law Association
- Ohio Bar Association
- Cincinnati Bar Association
- Kentucky Bar Association
- Intellectual Property Owners Association (IPO)

Military Involvement

- United States Air Force (1971-1973)

Community Involvement

- Episcopal Retirement Services (*Member, Board of Directors, 2024-present; Chair of Corporate & Healthcare Compliance Committee, 2025-present*)
- The Circuit (*Secretary, 2015-2021*)
- Northern Kentucky University (*Member, Dean's Advisory Board, College of Informatics, 2009-2015*)
- Salmon P. Chase College of Law, Northern Kentucky University (*Member, Board of Visitors, Transactional Law Practice Center; Intellectual Property Guest Lecturer; Small Business & Non Profit Law Clinic; Mentor; aggregate 2003-2018*)
- St. Thomas Church (*Lay Pastoral Minister*)
- Northern Kentucky Soccer Academy, Inc. (*Treasurer; Director; 2010-2015*)
- Soccer Coach, recreational and select teams (*2002-2015*)

Awards & Honors

- Named to *The Best Lawyers in America*®, Information Technology Law (2016-2026)
- Designated *Best Lawyers* Information Technology Law "Lawyer of the Year" in Cincinnati (2022)
- AV Preeminent®, from Martindale-Hubbell Peer Review Ratings
- Named a Cincy Leading Lawyer in Computer, Internet, and E-Commerce law in a survey of lawyers by Cincy Magazine (2006-2026)

Experience

- Negotiated and drafted hundreds of software license agreements and other IT transaction contracts.
- Provided general counsel services to software companies both as in-house counsel and outside counsel.
- Advised software development firms on the proper licensing of software and related intellectual property to end-users.
- Guided technology companies and other businesses on the commercialization and protection of intellectual property.
- Assisted businesses with complex licensing transactions, including drafting and negotiating agreements for developing, acquiring, distributing, and remarketing

technology, and for strategic alliances and joint ventures.

- Negotiated technology contracts with provisions addressing data privacy and information security issues across multiple countries.
- Facilitated mergers, acquisitions, and divestitures for technology companies and other businesses.
- Advised businesses on the legal issues for E-Commerce, including websites and “cloud” technology.
- Counseled start-ups in entity formation, ownership structure, and funding.
- Assisted companies with trademark and copyright registrations.
- Advised technology companies on human resource issues, including hiring foreign nationals.

News & Media

August 21, 2025

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2026 List

August 15, 2024

UB Greensfelder Attorneys Recognized in The Best Lawyers in America® 2025 List

August 17, 2023

Ulmer Attorneys Recognized in The Best Lawyers in America® 2024 Report

August 18, 2022

Ulmer Attorneys Recognized in The Best Lawyers in America® 2023 Report