

CHANDANA RAO

Partner

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Chandana Rao is a seasoned corporate attorney with nearly 20 years of legal and business experience representing companies at all stages of development and across a broad and diverse range of industries, including retail/e-commerce; education tech; wellness tech; interactive entertainment including video games; digital media and life sciences. Chandana's clients value her practical understanding of business operations and risk-based, strategic approach to problem solving.

Chandana regularly negotiates and drafts a variety of legal agreements relating to corporate, IP and commercial issues, including

- Licensing
- Cloud services and hosted platforms
- Marketing, sales and distribution
- Influencers and brand and social media collaborations
- Corporate formation and governance
- Supply/manufacturing
- Clinical Trials
- Consulting and research
- CDAs and NDAs

Her clients at Outside GC include, among others, [afterschoolstudio](#), [Cordinade](#), [Isolarii](#), [Perceptive Things](#) and [SecureSystem](#).

EDUCATION

Rutgers University School of Law,
J.D.

Rutgers University, M.S.

Rutgers University, B.A.

SECTORS AND SERVICES

[Business Startups & Corporate Governance](#)

[Technology Transactions](#)

[E-Commerce & Digital Advertising](#)

[Retail & Consumer Products](#)

[Software, SaaS & Hardware](#)

CREDENTIALS

Bar Admissions

New York

New Jersey

U.S. Patent and Trademark Office

Previously, Chandana served as General Counsel to a fintech startup, leading the company's legal function and providing strategic business advice to its management team. She began her legal career at leading national and international firms, where she handled both IP matters and commercial agreements on behalf of global pharmaceutical and biotech companies, as well as technology and media conglomerates. She also represented several post-Series A startups while in private practice. Prior to attending law school, Chandana worked in manufacturing at a biotechnology startup.

Chandana graduated from Rutgers University School of Law. She received both a Master of Science in Cell and Developmental Biology and a Bachelor of Arts in Biology from Rutgers University. She is admitted to practice in States of New York and New Jersey, as well as before the U.S. Patent and Trademark Office.

Chandana enjoys spending her free time with her family hiking, painting, and learning the intricacies of youth basketball.