



# CHANDANA RAO

Partner  
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Chandana Rao brings over 20 years of corporate and intellectual property law experience in both law firm and in-house roles. She has worked extensively as a legal advisor and business consultant to early stage and established companies, with a particular focus on the technology, fashion, music, consumer goods and retail industries.

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

Before joining Outside GC, Chandana served as General Counsel at an early-stage financial technology startup, where she advised management and the advisory board on corporate initiatives, risk mitigation, financings, commercialization, and other legal and compliance matters. In this role, she

## EDUCATION

Rutgers University School of Law, J.D.  
Rutgers University, M.S.  
Rutgers University, B.A.

## SECTORS AND SERVICES

[Business Startups & Corporate Governance](#)  
[Commercial Transactions & Contracts](#)  
[E-Commerce & Digital Advertising](#)  
[Retail & Consumer Products](#)  
[Software, SaaS & Hardware](#)  
[Media, Entertainment & Sports](#)

## CREDENTIALS

### Bar Admissions

New York  
New Jersey  
U.S. Patent and Trademark Office

negotiated technology related agreements with global customers and partners, including cloud, SAAS, reseller, development, marketing, and license agreements. She advised on, and negotiated convertible notes, and early stage financings (seed and angel). Chandana also advised on corporate and intellectual property strategies and created internal policies to ensure regulatory and legal compliance.

Chandana began her legal career as a patent attorney at a leading U.S. intellectual property firm representing global pharmaceutical and technology companies. She later advised on, and negotiated, technology transactions and provided counsel on intellectual property matters in connection with cross-border mergers and acquisitions at a global law firm.

Chandana holds a B.A., in Biology and M.S. in Cell Biology from Rutgers University. She received her J.D. from Rutgers Law School – Newark, where she was the Business Editor at the Rutgers Law Review. Chandana is a member of the bar in New York, New Jersey, and the U.S. Patent and Trademark Office.

Chandana lives in New Jersey with her husband and young son. When not helping companies launch, scale, and pivot, she enjoys gardening and following tennis.