April 23, 2026

Day Pitney Represents One of the Largest Specialty Apparel Group of Companies in the U.S in Securing Long-Term Rights to Software

Day Pitney represented one of the largest specialty apparel group of companies in the U.S in securing long-term rights to software critical to its order management and e-commerce platform. The transition was designed to ensure operational continuity in light of the vendor's planned sunset of the product. Working on an accelerated two-month timeline, Day Pitney's technology attorneys Kritika Bharadwaj and Jacob Buttiker partnered closely with the client's legal, business, and technical stakeholders to structure and negotiate a complex license arrangement while navigating various internal business pressures on both sides.

Key Contacts



Kritika Bharadwaj
Partner

New York, NY | (212) 297-2477

kbharadwaj@daypitney.com



Jacob W. Buttiker
Associate

Washington, D.C. | (860) 275-0251

jbuttiker@daypitney.com