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Troutman Pepper SEED Client CareAR Acquired by Xerox

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NEW YORK – CareAR, a client in Troutman Pepper’s SEED Program and Technology Practice Group, was recently acquired by Xerox Holdings Corp., expanding Xerox’s software business to support a wider range of clients’ needs. [Read a company press release about the acquisition.](#)

CareAR is an innovative augmented reality support platform company that provides real-time access to expertise for customers, employees, and field workers. It allows remote staff members to address challenges virtually, just as if they were in person, saving companies up to millions in equipment downtime.

In 2019, CareAR joined Troutman Pepper’s SEED Program, which combines the resources of an experienced, multidisciplinary team into an affordable package for startups, early-stage, and fast-growing companies. The program provides these clients with legal counsel, mentoring, relationship building opportunities, and more.

A multidisciplinary team of Troutman Pepper corporate, intellectual property, employee benefits, and tax attorneys, led by Tom Dwyer, who is part of the leadership group of the SEED Program, advised CareAR through the deal with Xerox, and before the deal, provided guidance on intellectual property, including obtaining a patent of its software platform. Team members included Ken Minturn, Peter McDaniels, Michael Crumbock, Mike Jones, Brittany Birnbaum, and Morgan Klinzing, among others.

“Congratulations to Sam Waicberg and CareAR on this great transaction and on becoming part of Xerox’s technology offerings,” Dwyer said. “Our SEED Program is proud to offer entrepreneurs access to a multipractice team of attorneys who are knowledgeable in the areas that are especially important to helping their companies grow. The program also gives companies the opportunity to fund raise or become involved in a strategic acquisition earlier than if they did not take advantage of our SEED program.”

CareAR is also a client of Troutman Pepper’s technology group, which advises a variety of companies for which technology is their business, and for which technology is critical to their business. Troutman Pepper attorneys offer clients practical, tailored guidance on a wide array of technology matters, from app development, to SaaS, to blockchain technology, and more.

For more information on the SEED Program, visit seed.troutman.com.

About Troutman Pepper

Troutman Pepper is a national law firm known for its higher commitment to client care. With more than 1,200 attorneys in 23 U.S. cities, the firm partners with clients across every industry sector to help them achieve their business goals. Read more about the firm's litigation, transactional, and regulatory practices at troutman.com.

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