



February 6, 2018

## **KRAUSE LAW — FEATURED IN SUPER BOWL AD**

### ***Contact Information:***

Philip N. Krause

[philip@krauselawkc.com](mailto:philip@krauselawkc.com)

816.841.1391 (direct)

KANSAS CITY, MO—Well, not exactly! But it's fair to say we played a part in a couple of them. Two Super Bowl ads featured the "All-New 2018 Jeep Wrangler," one as an "anti-manifesto" ad, and the other as a parody on Jurassic Park. Both ads include a prominent view of the new Wrangler from the rear, in which Jeep for the first time includes a rear-view digital camera mounted within the spare tire assembly.

### [Anti-Manifesto Official Jeep Super Bowl Commercial](#)

### [Jeep Jurassic Official Jeep Super Bowl Commercial](#)

Although the rear-mount spare tire assembly is a familiar feature in the Jeep profile, it just so happens that the 2018 model includes a highly innovative re-design of the entire assembly, using state of the art magnesium materials and a proprietary thixomolding manufacturing technology. This unique technology can be used to create strong, light-weight and corrosion resistant automotive parts. The company responsible for this innovation, Leggera Technologies, is a Kansas City start-up company founded by Nathan Sanko and Tom Darnell, and an important Krause Law client.

Not only is the technology complex, but so also is the commercial deal to get these unique products from the drawing board, into production, through the supply chain and onto a new 2018 Jeep Wrangler. That's where Krause Law played its part, representing Leggera Technologies in each step along the way, including forming a new entity for this purpose, assisting with non-disclosure agreements other intellectual property protections, and taking the lead in drafting and negotiating key agreements for both the manufacturing and tier one supply side of the transaction.

According to founder Nathan Sanko, "Philip Krause played a key part of our team, as we combined our technology expertise with his commercial transaction experience, to create an effective platform for delivering cutting-edge innovation into a significant marketplace."

More information about Krause Law is available at [www.krauselawkc.com](http://www.krauselawkc.com).