

**WORKING WITH SILICON BEACH BUSINESSES LONGER THAN ANY OTHER AMLAW 100 FIRM**

## KEY CONTACTS



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## The Los Angeles Entrepreneurial Ecosystem Serving Silicon Beach & Beyond

At Bryan Cave Leighton Paisner, we apply a relationship-based approach – which we've honed through nearly 150 years of serving the diverse needs of clients around the globe – to partner with members of the local entrepreneurial ecosystem. While we regularly handle high-profile transactions and mission critical matters, we also excel at building deep and enduring relationships with entrepreneurs as we help them launch, grow and successfully exit business ventures. And then we help them do it all over again.

Our attorneys know the local ecosystem inside and out and offer the counsel you need – efficient and experienced, calm and confident. That's why entrepreneurs and investors alike work with us through multiple generations of companies, turning to Bryan Cave Leighton Paisner for every venture they pursue.

## TRUSTED ADVISORS WHO KNOW YOUR BUSINESS

With attorneys who have worked inside companies, including as general counsels of start-up ventures, our team understands your business and your needs. We work with an entrepreneur's focus, at an entrepreneur's pace and on an entrepreneur's budget. We bring value to our clients through our nearly three decades of start-up experience, presence in angel, venture and other investor communities and deep understanding of the technology sector. We actively partner with key industry associations, including BayPay Forum, Harvard Business School Angels, LA CEOs, LA CFOs, Make in LA, Silicon Beach Monday Club and Wharton Business School Angels.

As a firm, we pride ourselves on serving as trusted counselors, committed to the long-term growth and success of our clients. We regularly rank on the "Client Service A-Team" list, published by BTI Consulting Group, as one of 30 law firms out of hundreds nationwide that deliver best-in-class service as rated by client interviews. Companies truly enjoy working with us – that's why more than 650 of our clients have worked with Bryan Cave Leighton Paisner for 25 years or more.

## INNOVATION TO DRIVE VALUE

Bryan Cave Leighton Paisner makes award-winning innovation, creative pricing strategies and technology solutions available to companies of all sizes. Over the past decade, we've partnered with clients to solve their toughest legal challenges, using process, technology and analytics to improve the efficiency and effectiveness of commercial contracting, to enable companies to be "diligence ready" at any time and to reduce the cost and risk of litigation. These innovative and practical solutions have been recognized with numerous awards, including the 2016 Association of Corporate Counsel Value Challenge Award and multiple "Most Innovative Law Firm of the Year" designations from the International Legal Technology Association. Bryan Cave Leighton Paisner is purposefully structured to pioneer new innovations through our Practice Economics Group, Client Technology Group and BCXponent division. These multidisciplinary teams include data scientists, actuaries, software engineers, MBAs and attorneys – all dedicated to helping our clients cut spending, improve predictability and achieve better outcomes for their legal matters.

## FULL-SERVICE, GLOBAL SUPPORT

With offices across North America, Europe and Asia, we have the practice breadth and global resources to scale with companies as they grow – from launch, through growth to exit. We leverage the collective experience of our colleagues globally to maximize effectiveness and efficiency. Our counsel is pragmatic, business-savvy and cost-effective. We know the technology sector and the legal and risk management hurdles companies must overcome. We can help you refine your strategic vision, execute on your operational objectives, navigate evolving regulatory environments and conflicting governance priorities and position your business for success. With connections across the globe, we can also guide you through the intricacies of international expansion, investment and trade.

## TAILORED SOLUTIONS

We often serve as outside general counsel to our clients, managing their entire legal function during their formative years. We also offer a suite of a la carte services that will scale with your business, including:

### Financings and M&A

- Private placements and public offerings of debt and equity securities, including convertible debt
- Bank financing and other debt transactions
- Domestic and cross-border M&A transactions, from roll-ups and carve-outs to exits
- Recapitalizations, restructurings and leveraged buyouts

### Commercial and Technology Transactions

- Strategic joint ventures and key relationships
- Merchandise, content, trademark, patent & technology licenses
- Software licenses (on-premise and SaaS), professional services and outsourcing agreements
- Sales and customer contracts
- Standard and form commercial agreements and negotiations
- Website privacy policies and terms and conditions of use

### Intellectual Property

- IP rights acquisition, management and exploitation
- IP enforcement
- Third-party risk mitigation and IP portfolio protection, including patents, trademarks and copyrights

### Data Privacy and Security

- Compliance strategies for collecting, maintaining and transferring customer information
- Risk evaluation for alternative data storage solutions
- Data breach preparedness and response
- FTC, banking/payments and state regulation compliance

### Employment

- Employment agreements
- Executive compensation and benefits
- Policy advice (including employee handbooks, reduction in force, drug testing, discipline, discharge and severance policies)
- Training (including union avoidance, harassment, ADA)
- Litigation, arbitration and class action defense (including unfair competition, wage and hour claims)
- D&O insurance and indemnity agreements

### Risk Management Solutions and Litigation

- Pre-litigation solutions, settlement strategies and quantitative risk assessments
- Insurance-based risk management strategies
- Trial counsel (defense and plaintiff) and class action defense

### Regulatory, Real Estate, Tax and Other Services

- International expansion, global mobility and trade compliance
- Auto-renewal, advertising review and consumer protection compliance
- Representation before federal and state agencies, including the FTC
- Tax planning, including IP offshoring transactions
- Leasing and other real estate transactions
- Non-competes, customer and employee non-solicits
- Franchising

## OUR CLIENTS

We serve high-technology and other companies of all sizes – from pre-revenue start-ups to multinational Fortune 500 companies – as well as the angel, venture capital, private equity and institutional investors that fund them. We represent SaaS, enterprise and other software companies; players in the sharing economy; peer-to-peer companies; app developers; social media platforms; digital media and content companies; game developers; e-tailers and e-commerce and subscription-based commerce providers; HR tech companies; hardware manufacturers; and numerous other ventures spanning a broad range of cutting-edge emerging technologies, including fintech, ad-tech, augmented and virtual reality, blockchain and IoT.