

**Featuring Speakers
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- Microsoft
- Newyu, Inc.
- Nordstrom, Inc.
- P19, Inc.
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- Seattle University School of Law
- Solar2Go
- Starbucks Corporation
- Stoel Rives
- Zipwhip, Inc.

A New and Timely Practical Conference for Attorneys

Moving In-House and Toward the C Suite

Advice on roles, responsibilities, and current hot topics for
experienced practitioners seeking to become in-house counsel
and in-house counsel on a path to general counsel

April 4 & 5, 2019

Seattle, Washington

Seattle Hilton Hotel



Credits: 13.00 WA CLE credits (incl. 1 Ethics) (call about others)
Quick when/where: 8:30 a.m., 1301 Sixth Avenue & University Street

Moving In-House and Toward the C Suite Conference

April 4 & 5, 2019 | Seattle, Washington
Seattle Hilton Hotel



800 Fifth Avenue, Suite 101 | Seattle, WA 98104
206.567.4490 | fax 206.567.5058 | www.lawseminars.com

Yes! Please register me:

Name: _____

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What type of credits do you need? _____

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Register my colleague:

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What type of credits do you need? _____

For which state(s)? _____

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City: _____ **State:** _____ **Zip:** _____

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If you cannot attend in person, check boxes to order:

- Audio Replay Video Replay Course Materials

19GCBWA WS



8:00 Registration Opens

8:30 Transitioning from Outside to In-House Counsel & from In-House Counsel to the C Suite

When experienced lawyers go in-house: Roles and responsibilities, adopting a one-stop shop mentality, focusing on the possible and getting comfortable with ambiguity, pushing the risk envelope, and navigating diverse corporate clients

Brian J. Danzig, Esq., Program Co-Chair
Director, Corporate Counsel
Starbucks Corporation ~ Seattle, WA

Mastering the General Counsel role: Corporate governance; budgeting processes; hiring and supervising outside expertise; building a legal department on a shoe string and moving beyond a cost center to a value add for the company

Steve Tapia, Esq., Program Co-Chair
Distinguished Practitioner in Residence
Seattle University School of Law ~ Seattle, WA

10:15 Break

10:30 Spooling Up Quickly for Human Resource Challenges and Opportunities

Hiring and firing: Legal standards for hiring; dealing with key employees moving between competitors; do's and don'ts for drafting employment agreements and internal employee conduct rules; handling terminations (including how to fire someone safely)

James M. Shore, Esq.
Stoel Rives ~ Seattle, WA

Practical tips for dealing with the messiness of human relationships: Office romances and professional jealousies; The #MeToo movement; the general counsel's role in human resource policy development and investigations; conducting internal investigations

Linda D. Walton, Esq.
Perkins Coie ~ Seattle, WA

12:00 Lunch (on your own)

1:15 In-House Counsel's Advisory Role in Raising Capital

High level overview of securities laws and issues for in-house counsel; typical capital structures and types of securities; constraints when raising equity capital; security interests, covenants and other key concerns when borrowing money

G. Scott Greenburg, Esq.
FarPoint Venture Law ~ Seattle, WA

Practicalities: Duties to investors and creditors; watchdog responsibilities and reporting obligations; learning the language of money; practical examples for discussion; C-suite approach

Paul A. Swegle, Esq., General Counsel
Newyu, Inc. ~ Seattle, WA

2:45 Break

3:00 The Need for a Broad Understanding of the Regulatory Environment for the Business

Privacy and data security: Key elements of privacy policies and internal procedures for ensuring compliance; identifying industry standards for data protection and what to do in the event of a breach

Angela Galloway, Esq., Corporate Counsel, Privacy
Nordstrom, Inc. ~ Seattle, WA

Consumer protection: What you need to know about Federal Trade Commission regulation and state enforcement mechanisms; the regulatory impact of the FCC's roll back of net neutrality

Charles A. Harwood, Esq., Director, Northwest Region
Federal Trade Commission ~ Seattle, WA

Unfair competition: tRegulatory triggers and the interplay with liability for misappropriation of trade secrets

Jack Lovejoy, Esq.
Corr Cronin ~ Seattle, WA

Tips for learning which agencies have jurisdiction over your company's operations and setting up processes to ensure compliance

Christiana Muoneke, Esq., Founder
Solar2Go ~ Seattle, WA

5:00 Continue the Exchange of Ideas: Reception for Faculty and Attendees

Sponsored by Law Seminars International



About the Conference



What previous attendees have said:

- "Many very smart and thoughtful speakers"
"Good interaction with attendees by presenters"
"Outstanding program!"
"I really enjoyed the conference."

As experienced practitioners who have had both outside and in-house counsel positions, we know first-hand about the steep learning curve that can be associated with adapting to an in-house counsel role. Outside counsel necessarily works with the PLF looking over their shoulders, and there is a natural tendency to become risk adverse. In-house counsel has to become comfortable with a role that assesses and takes on risk as part of a team focused on achieving business objectives.

Whether you're the only lawyer in the room for a small company or taking on a supervisory role for diverse specialists in a larger legal department, you'll need to set up for one-stop shopping. You may have to build a legal department on a shoestring. If you're joining a startup, particularly in the technology sector, you'll also want to build an exit plan into your career management strategy and negotiate a good severance package. We'll offer practical tips in all of these areas.

You'll have an opportunity to get up-to-speed in a number of key substantive areas for in-house counsel. These include human resources, raising capital, government regulation, and the ethical issues that can arise if the C Suite runs amok. We'll also have some cutting-edge content for anticipating issues arising from emerging disruptive technologies such as Artificial Intelligence and use of blockchain technologies for contracting.

Join us for what promises to be a very informative advanced conference, and network with your peers at the reception at the end of the first day.

~ Program Co-Chairs: Brian J. Danzig, Esq. of Starbucks Corporation and Steve Tapia, Esq. of Seattle University School of Law



8:30 Doing Business in a Global Economy

Manufacturing: The challenge of negotiating an enforceable contract with Chinese companies; understanding IP protections in China and where they are lacking

Daniel P. Harris, Esq.
Harris Bricken ~ Seattle, WA

Compliance with the EU's General Data Protection Regulation: Differences between U.S. and E.U. digital privacy standards and regulations; provisions that create new causes of action; specifying who gets to go to jail if the company violates German law

Jennifer Ruehr, Esq.
Hintze Law ~ Seattle, WA

Business and ethics compliance: Common business development activities that can violate the Foreign Corrupt Practices Act or the anti-bribery laws of other countries, dealing with countries in conflict or that fall under government sanctions

Steve Prosser
Managing Director, Business Ethics and Compliance
Starbucks Corporation ~ Seattle, WA

10:30 Break

10:45 The Increased Importance of Intellectual Property and How That Changes the Role of In-House Counsel

The GC as the adult in the room: An issue spotter's guide for when you should file for copyright, patent, trademark, and trade secret protections, or need to take steps for enforcing IP rights; NDAs and other necessary steps to insure IP protection

Signe H. Naeve, Esq., Corporate Counsel
Starbucks Corporation ~ Seattle, WA

Adapting your IP protection strategies and licensing models to disruptive technologies

Kraig L. Marini Baker, Esq.
Davis Wright Tremaine ~ Seattle, WA

12:00 Lunch (on your own)



1:15 Artificial Intelligence as an Emerging Intellectual Property Topic

Emerging regulatory and liability concerns as companies roll out AI-enhanced products; key factors to consider in selecting AI products and services; drafting tips for reps, warranties, and terms of use

Benjamin Glatstein, Esq.
Assistant GC — Artificial Intelligence & Research
Microsoft ~ Redmond, WA

2:00 "Smart" Contracting Using Emerging Blockchain Technologies

Blockchain and distributed ledger technology move beyond cryptocurrencies: Transactional trends and lessons from early cases involving the use of smart contracting applications where contracting is done by machines

Ryan J. Straus, Esq., President
P19, Inc. ~ Seattle, WA

2:45 Break

3:00 Moving Towards the C Suite: Preparing to Navigate Your Career Through Possibly Troubled Waters

Begin with an exit strategy, particularly if your company is working towards being acquired; tips for negotiating or re-negotiating the most difficult, and therefore important, provisions of your employment contract, including severance

Hillery L. Nye, Esq., General Counsel
Zipwhip, Inc. ~ Seattle, WA

3:30 Unique Ethical Issues for In-House Counsel

Case study of lessons from Enron

Steven W. Bender, Esq.
Associate Dean & Professor of Law
Seattle University School of Law ~ Seattle, WA

4:30 Evaluations and Adjourn



Registration & Other Conference Information

To Register:

Call us at: 206-567-4490
Fax the registration form to us at: 206-567-5058
Email us at: registrar@lawseminars.com
Online: www.lawseminars.com
Mail the registration form on the front page.
Walk-ins are welcome, subject to space availability.
Registration is complete when we receive payment or agree to later payment.

Tuition: Regular tuition for this program is \$895 with a group rate of \$805 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$670. For students, people in their job for less than a year, and public interest NGO's, our rate is \$447.50. All rates include admission to all program sessions, food and beverages at breaks, and all course materials. Materials will be available for download and review a few days before the program. Make checks payable to Law Seminars International. Financial aid is available to those who qualify. Contact our office for more information.

Substitution & Cancellation: You may substitute another person at any time. We will refund tuition, less a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on Friday, March 29, 2019. After that time, we will credit your tuition toward attendance at another program or the purchase.

Location: The conference will be held at the Seattle Hilton Hotel at 1301 Sixth Avenue & University Street in Seattle, WA 98101. Call the hotel directly at (206) 624-0500 for reservations.

Continuing Education Credits: Live credits: This program qualifies for 13 WA MCLE credits (1 Ethics). Upon request, we will apply for, or help you apply for, CLE credits in other states and other types of credits.

Time Shift Your Content: Audio podcasts and video replays, with course materials, are available at the same price as live attendance. The course materials alone are available for \$100. Replays will be available within three business days after the program or from the date we receive payment.

Faculty: Moving In-House and Toward the C Suite Conference



Brian J. Danzig, Program Co-Chair, is Director, Corporate Counsel at Starbucks Corporation. He was previously in private practice focusing on all aspects of real estate law.



Daniel P. Harris, Harris Bricken, is internationally regarded as a leading authority on legal matters related to doing business in China and in other emerging economies in Asia.



Jennifer Ruehr, Hintze Law, advises technology clients on global privacy, security, and related data technology and transactional matters. She was previously Legal Counsel, Privacy and Security, for Adobe Systems Incorporated.



Steve Tapia, Program Co-Chair, is Distinguished Practitioner in Residence at Seattle University School of Law. He previously served as in-house counsel for DIRECTV Sports Networks, Microsoft, and HBO.



Charles A. Harwood is Director of the Federal Trade Commission's Northwest Region. He previously served as Deputy Director of the FTC's Bureau of Consumer Protection and as an attorney for the U.S. Senate Commerce Committee.



James M. Shore is a Partner at Stael Rives focusing on employment law. He previously worked as Director of Labor Relations for a major Northwest corporation.



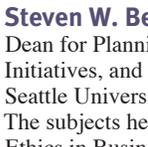
Kraig L. Marini Baker is a partner at Davis Wright Tremaine. He advises clients on intellectual property licensing and operational contracts across the full range of issues in technology, innovation, media, entertainment, sports, advertising, privacy, and social media matters.



Jack Lovejoy is Of Counsel at Corr Cronin. His practice emphasizes trade secrets, unfair competition, and nonsolicitation agreements, and securities.



Ryan J. Straus, President of P19, Inc., helps technology companies and entrepreneurs design, develop, and launch financial products and services, and pursue blockchain initiatives.



Steven W. Bender is Associate Dean for Planning and Strategic Initiatives, and Professor of Law at Seattle University School of Law. The subjects he teaches include Ethics in Business Transactions and The Lawyer's Role in Entrepreneurship and Innovation.



Christiana Muoneke is the founder of Solar2Go and provides contract general counsel services as a principal in Zephyr Law. She was formerly VP, General Counsel & Corporate Secretary for Bsquare, Deputy General Counsel at DocuSign, and Senior Corporate Counsel at Microsoft.



Paul A. Swegle is General Counsel at Newyu, Inc. He currently serves as General Counsel to several companies, including Breathometer, Inc., Observa, Inc., Wetboard, Inc., and Payment Gear, Inc.



Angela Galloway is Corporate Counsel, Privacy at Nordstrom, Inc. She is an IAPP-certified privacy professional in U.S. and European privacy law.



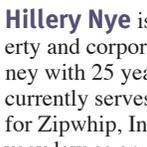
Signe H. Naeve is Corporate Counsel at Starbucks Corporation focusing on trademarks and copyrights. She also directs and teaches in the Intellectual Property LL.M. Program at the University of Washington School of Law.



Linda D. Walton is a Partner at Perkins Coie. She defends employers in employment-related litigation and advises employers on how to avoid litigation.



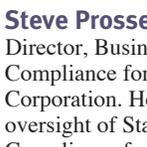
Benjamin Glatstein is Assistant General Counsel, Artificial Intelligence & Research at Microsoft. He previously worked as a Senior Attorney for the Apps & Services Group and as an Attorney for the Copyright Group.



Hillary Nye is an intellectual property and corporate transactions attorney with 25 years of experience. She currently serves as General Counsel for Zipwhip, Inc, and teaches privacy law as an Adjunct Professor at Seattle University School of Law.



G. Scott Greenburg is the founder of FarPoint Venture Law, a Seattle law firm that works exclusively with growth companies. In that role, he serves as outside general counsel or securities counsel to a number of fast-growing private and public companies.



Steve Prosser is Managing Director, Business Ethics and Compliance for Starbucks Corporation. He is responsible for oversight of Starbucks Ethics and Compliance functions across the U.S. and Americas, Europe, Middle East, Africa, China and Asia Pacific.

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Seattle, Washington

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Who Should Attend:
Outside and in-house attorneys moving towards contract or in-house general counsel and C Suite roles

You Will Learn About:

- Mastering the mental shift from an outside counsel role
- Mastering a one-stop general counsel role
- Human resource essentials
- Dealing with the messiness of human relationships
- The advisory role for raising capital
- Understanding the regulatory environment for the business
- Understanding Intellectual Property pitfalls and opportunities
- Recognizing and adapting to disruptive technologies
- Artificial Intelligence opportunities and pitfalls
- "Smart" contracting with blockchain technologies
- Doing business in a global economy
- Navigating your carrier towards the C Suite



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