



The Prinz Law Office Difference

Setting itself apart from the average Bay Area law firm, The Prinz Law Office has assumed a prominent role in the national legal community.

Firm founder Kristie Prinz is a regular media contributor on intellectual property and entrepreneurship issues, covering cutting-edge legal issues in The California Biotech Law Blog and The Silicon Valley IP Licensing Law Blog and frequently writing for the "Ask the Lawyer" column answering readers' questions on intellectual property issues for Lawyers.com. She has made media appearances with CNN Radio, Fortune Magazine, American Public Media, Dow Jones, California Lawyer Magazine, IP 360, and Sky Radio, and is frequently featured as an intellectual property and e-commerce speaker at legal and business conferences nationwide. Her accomplishments also include leadership positions in the Science and Technology Section of the American Bar Association, where she serves as Co-Chair of the VOIP Committee and Vice-Chair of the Programs Committee, and the Silicon Valley Chapter of the National Association of Women Business Owners, where she serves as Director of Life Sciences/Biotechnology, as well as the recent honor of being named as a fellow to the American Bar Foundation.

In addition to our nationally-recognized IP licensing and e-commerce expertise, however, what sets The Prinz Law Office apart from the average Bay Area law firm is our unique approach to practicing law, which emphasizes hands-on service and building client relationships.

Consider, for example, The Prinz Law Office's philosophy on the staffing of client matters: unlike other Bay Area law firms, which routinely staff client matters with junior level attorneys and charge clients for the training and supervision of their inexperienced new hires, we always staff client matters with highly skilled, senior-level representation, and the attorney managing your relationship will also directly handle all of your work. Thus, when you retain The Prinz Law Office, you can always be confident that you are retaining the expertise of a very experienced, high caliber attorney.

Another distinction between The Prinz Law Office and other Bay Area law firms is our strong client-service focus. While the average Bay Area law firm is focused on developing client relationships that promise to generate the largest Bay Area deals and litigation, The Prinz Law Office uniquely maintains its focus on delivering the best possible client service to individuals and organizations of all sizes. The Prinz Law Office believes in the importance of taking time to listen and work with clients in order to develop a deep understanding of their legal and business concerns. This client commitment translates to working one-on-one with each client to ensure that the client is actively involved in the negotiation strategy for each transaction and fully understands the pros and cons of each of the options on the negotiation table. It also means being

accessible to clients, both inside and outside of the office, and staying in close contact with clients, in order to understand their business and be responsive their concerns.

As a boutique law firm in the entrepreneurial Silicon Valley, The Prinz Law Office is uniquely positioned to employ “out of the box” thinking in its delivery of client services. The firm has not only adopted the practice of accepting credit cards as payment—a practice which continues to be controversial and largely rejected by the legal world—but the firm has also developed a variety of billing packages in order to better meet the financial needs of our Silicon Valley clients. In contrast to the average Bay Area law firm, The Prinz Law Office maintains a strong commitment to exploring new “out of the box” practices, and continues to seek out and explore new practices that are being employed successfully in other industries and in other regions of the country, in a continuous effort to take our client service to the next level.

Furthermore, in contrast to many other boutique law firms in the Bay Area, The Prinz Law Office is highly committed to employing “state of the art” technology in its delivery of client services—technology which is comparable to that employed by the largest Silicon Valley law firms. Having launched her IP licensing career at the Palo Office of the prestigious intellectual property boutique of Pennie & Edmonds, LLP, firm founder Kristie Prinz has long recognized the role that “state of the art” technology plays in enabling attorneys to deliver the highest quality of customer service. This understanding has prompted the firm to invest in its IT infrastructure at levels which are unheard of for similarly-sized law firms. Our commitment to maintaining “state of the art” technology ensures that the firm can deliver the same high quality service, whether we are sitting at our office desks or are working from any other location around the world.

The Prinz Law Office invites you to experience The Prinz Law Office Difference today: contact the firm for a free consultation regarding your intellectual property-related issues. We are confident that you will agree that the firm provides the highest quality of legal representation and professional services of any intellectual property law firm in the San Francisco Bay Area.

Contact Information

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californiabiotechlaw.com

siliconvalleyiplicensinglaw.com

Practice

IP Technology Transactions
Counseling and Negotiation

Bar Admissions

California, 2001

Georgia, 1998

Education

Vanderbilt University Law School,
J.D., 1998

Furman University, B.A., *summa
cum laude*, 1995

Universidad de Nebrissensis,
Madrid, Spain, Fall, 1993

Professional Development

Global Bioexecutive Program.
UC Berkeley Haas School of
Business, Spring 2005

Legal Affiliations

- American Bar Association:
 - Science and Technology Law Section, Co-Chair of VOIP Committee, Vice Chair of Programs Committee, Member of Nominating Committee*
 - Business Law Section, Cyberspace Committee*
- State Bar of CA, Business Section, *Cyberspace Committee*

Business Affiliations

- Licensing Executives Society
- National Association of Women Business Owners, *Silicon Valley Chapter Director of Life Science/Biotechnology*
- Bay Bio, *Programs Committee*
- Astia, *Life Sciences Planning Committee; Mentor*

Honors

- Fellow of the American Bar Foundation

Kristie D. Prinz

Kristie Prinz's practice focuses exclusively on the counseling and negotiation of domestic and international IP licenses and other commercial contracts in the high technology, life sciences, and e-commerce industries.

Her commercial IP experience includes research and development agreements; supply, distribution, and purchase agreements; joint venture agreements; outsourcing and services agreements; collaboration agreements; reseller and OEM agreements; website terms and conditions; privacy agreements; evaluation agreements; product rental agreements; nondisclosure agreements; and employment and severance agreements.

Ms. Prinz's clients include established and emerging companies in the software, fiber optics, biotechnology, pharmaceutical, medical device, e-commerce, and commercial service industries.

Past Legal Experience

- Pennie & Edmonds LLP
- Schnader Harrison Segal & Lewis LLP
- Mozley, Finlayson & Loggins, LLP

Publications

Author, The California Biotech Law Blog and The Silicon Valley IP Licensing Law Blog,

Author, "Ask a Lawyer" Intellectual Property column on www.lawyers.com.

Co-author, "When A Business Begins A Blog: It's Easy but Is It Safe?" *Business Law Today*, Volume 16, Number 3, January-February 2007.

Author, "Unlocking the Secrets to Executive Coaching," *Women Lawyers Journal*, August 2005.

Co-author, "Ruling Brings to Light DMCA's Broad Scope," *New York Law Journal*, June 9, 2003.

Professional Recognition

Fellow of American Bar Foundation, Who's Who in American Law; Who's Who in the World; Who's Who in America; Who's Who of American Women; Swarthmore's Who's Who; America's Registry of Outstanding Professionals; Manchester Who's Who; and Madison Who's Who.

Media Interviews and Appearances

- Interview, California Lawyer, Jeanette Borzo, "The Search for Intelligent Life in the Blogosphere," May 1, 2008.
- Featured in America's Premier Lawyers, Fortune Magazine, October 1, 2007.
- Interview, Dow Jones, John Letzing, "Lawmakers Take Aim at Patent Speculators," September 7, 2007.
- Interview, Dow Jones, John Letzing, "Speculator of Mundane Patents Casts a Long Shadow," September 7, 2007.
- Interview, CNN Radio, Rahul Bali, U.S. Court of Appeals Eleventh Circuit's Ruling in *AT & T Mobility, LLC v. National Association for Stock Car Auto Racing, Inc.*, August 14, 2007.
- Interview, Sky Radio, Dennis Michael, Recent Developments in Intellectual Property Affecting the Biotech Industry," June 26, 2007.
- Interview, LexBlog, Rob LaGatta "Five Questions," June 25, 2007.
- Interview, American Public Media, Steve Tripoli, "Nuts & Bolts: The Basics of Building a Small Business," June 20, 2007.
- Interview, CNN Radio, Rahul Bali, *AT & T Mobility, LLC v. National Association for Stock Car Auto Racing, Inc.*, June 18, 2007.
- Interview, Dow Jones, John Letzing, "Tech Companies Pile on Patents, Complain About Clutter," March 28, 2007.
- Interview, Dow Jones, John Letzing, "Microsoft, Google Differ in Farming for Young Hearts and Minds, February 16, 2007.
- Interview, ABA Journal eReport, G.M. Filisko, "A Different Foley Fracas: Foley & Lardner Agrees to Modify Brand to Settle Trademark Suit with Foley Hoag," October 20, 2006.
- Interview, BNA Electronic Commerce & Law Report, Wendy Leibowitz "Open Source Issues Challenge Lawyers; Software Registration Rules May Be Revisited," April 6, 2005.

Speaking Engagements

- Speaker, "Employee Blogs and Websites: Protect Yourself Against the Business and Legal Risks When Workers Go Online," American Features Syndicate teleconference, August 1, 2008.
- Speaker, "Employee Blogs and Websites: Protect Yourself Against the Business and Legal Risks When Workers Go Online," American Features Syndicate teleconference, July 15, 2008.
- Speaker, "IP Panel Presentation on Biotech/ Pharma Processes," PepTalk, Hotel Del Coronado, San Diego, January 11, 2008.
- Speaker, "Who is Watching Out for Your In-House Career: How a Professional Coach Can Help You Gain the Edge," Association of

Corporate Counsel Annual Meeting, Hyatt Regency Chicago, October, 31, 2007.

- Speaker, “*Verizon v. Vonage* and *Sprint v. Vonage*: A Tale of Two Patent Infringement Cases and Their Impact on the VoIP Industry,” State Bar of California Annual Meeting, Anaheim, September 29, 2007.
- Moderator, “Ethical Issues in Deployment of VoIP Systems: Client Record Gathering and Voice & Data Storage,” ABA Annual Meeting, San Francisco, August 11, 2007.
- Speaker, “Recent Developments in Blog Law,” State Bar of California, Business Section Cyberspace Committee, Silicon Valley Capital Club, San Jose, June 14, 2007.
- Panelist, “Understanding the Acquisitions Process: How to Use the Sale and Purchase of Assets to Grow Your Business,” Silicon Valley Capital Club Speaker Business Forum Luncheon, San Jose, May 24, 2007.
- Speaker, “Hottest Topics in Cyberspace: Cyberinsurance, Blogs, and On-Line Advertising,” Section Education Institute, State Bar of California, Claremont Resort and Spa, Berkeley, January 20, 2007.
- Panelist, “Understanding the Acquisitions Process: How to Use the Sale and Purchase of Assets to Grow Your Business,” Sunnyvale Rotary Club, November 7, 2006.
- Panelist, “Patent Protection/IP Strategy”, “2006 WTC Catalyst Program Life Sciences”, (Palo Alto), September 15, 2006.
- Panelist, “Understanding the Acquisitions Process: How to Use the Sale and Purchase of Assets to Grow Your Business,” National Association of Women Business Owners, Silicon Valley Chapter (San Jose), July 18, 2006.
- Panelist, “Who is Watching Out for Your In-House Career: How a Professional Coach Can Help You Gain the Edge,” Association of Corporate Counsel–America San Francisco Bay Chapter, May 25, 2006.
- Program Chair, “Changing Face of Telecommunication (VOIP, WiFi),” International Technology Law Association, 35th Anniversary Annual Meeting and World Conference (San Francisco), May 5, 2006.
- Panelist, “The Art of Telling Your Story Workshop,” U.S. Chamber of Commerce/ National Institute of Standards and Technology, Advanced Technology Program (San Jose), September 7, 2005.
- Panelist, “IP Reps and Warranties Gone Wrong: Avoid Potholes in the Business Transaction,” ABA Business Section Meeting (Nashville), April 2, 2005.
- Panelist, “Strategies for Modifying Electronic Standard-Form Agreements and Policies,” ABA Business Section Meeting (Nashville), April 1, 2005.
- Speaker, “Protecting & Exploiting Software Conference,” Law Seminars International (San Francisco), August 5–6, 2004.
- Panelist, “What You Need to Know about CAN-SPAM,” Santa Clara Bar Association and the California State Bar Cyberspace Committee (Palo Alto), June 8, 2004.

Education

- Global Bioexecutive Program at UC Berkeley Haas School of Business, 2005
- Vanderbilt University Law School, J.D., 1998
- Furman University, B.A., *summa cum laude*, 1995, Political Science and Spanish
- Universidad de Nebrissensis, Madrid, Spain, Fall, 1993

Educational Honors

Phi Beta Kappa, Full-Tuition Founder's Academic Scholarship, Who's Who in American Colleges and Universities, Pi Sigma Alpha (Political Science Honorary), Phi Sigma Iota (Foreign Language Honorary), Sigma Delta Pi (Hispanic Honorary), Senior Order (Furman Honorary), Elizabeth Staley Leadership Award (Furman Kappa Alpha Theta Chapter).



The Prinz Law Office—High Tech Practice

Through its close affiliation to the high tech community and the innovation that shapes it, The Prinz Law Office has established itself as a leader in the Silicon Valley.

The Prinz Law Office has worked closely with both early stage and publicly traded high tech companies and understands the challenges that face the industry and the role those challenges play in legal decision-making. The firm has advised high tech companies on timely issues such as negotiating agreements with a financially troubled business partner, protecting high tech companies' rights in the context of outsourcing work to domestic or foreign contractors, licensing intellectual property to infringers, and negotiating agreements to address issues arising from the movement of operations overseas. This depth of experience enables the firm to advise high tech clients on matters they currently face while also anticipating issues that they could face in the future.

The Prinz Law Office actively participates in a number of professional organizations focused on the high technology sector to remain up-to-date on the latest industry developments and to build relationships with other industry leaders. Firm founder and High Tech Practice Head Kristie Prinz currently serves as Co- Chair of the VoIP Committee for the Science and Technology Law Section of the American Bar Association ("ABA") and Advisory Board Member of the Silicon Valley Chapter of the Licensing Executives Society ("LES"), and she is a member of the ABA and California State Bar's Business Section Cyberspace Committee, and the High Tech Sector Group of LES at both the Silicon Valley and national levels. She also serves as a member of the Corporate IP Management Committee of the Intellectual Property Owners Association ("IPO"). Her previous service included two years as a member of the Copyright Committee of IPO, and two years as the Chair of the Copyright Licensing Subcommittee for the ABA's Intellectual Property Law Section.

The Prinz Law Office is also the author of the new Silicon Valley IP Licensing Law Blog, which examines issues of interest to companies and individuals in the licensing and technology transactions field.

Representative high tech clients of The Prinz Law Office include Finisar Corporation, i2iSystems, Inc., Digital Fuel Technologies, Inc., IVC, Inc., and Evolving Creations, Inc., for which companies the High Tech Practice has provided critical negotiation and drafting advice on the following:

- Patent and Copyright Assignments and Copyright Registrations;
- Exclusive and Nonexclusive License Agreements;
- Reseller and OEM Agreements, including Government Reseller Agreements;

- Purchase, Supply, and Die Bank Agreements;
- Development Agreements;
- Outsourcing and Services Agreements;
- Nondisclosure Agreements;
- Evaluation Agreements;
- Website Hosting and Development Agreements, and
- Product Rental Agreements.

For more information about The Prinz Law Office's High Tech Practice Group, please contact the Firm's Practice Group Head Kristie D. Prinz at 408.884.3577 or email her at kprinz@prinzlawoffice.com. Also, please check out our website at www.prinzlawoffice.com.



The Prinz Law Office—Life Sciences Practice

The Prinz Law Office's long association and experience in working with the world-renowned Bay Area life sciences community uniquely positions the firm as leader in the industry.

The Prinz Law Office has worked with both early stage and publicly traded, biotech and medical device companies, advising them on issues ranging from the negotiation of a complex milestone structure for the payment of royalties in a university license agreement and the negotiation of agreements to purchase a biotech product to the drafting of a complex agreement to purchase the rights in a patent portfolio and the drafting of a collaboration agreement to define the parties' rights in a jointly owned patent. The firm also has experience in handling complex negotiations with pharmaceutical companies in Asia and in Europe. The breadth of The Prinz Law Office's experience solidly establishes our expertise in the field.

Firm founder Kristie Prinz worked exclusively in the life sciences industry while employed in the biotech group of the prestigious intellectual property law firm of Pennie & Edmonds, LLP, so as Head of the Life Sciences Practice Group, she brings a high level of expertise to all life sciences licensing and agreement transactions. She completed the prestigious Global Bioexecutive Program at the UC Berkeley Haas School of Business in 2005, and is active in local life sciences organizations, serving as the Director of Life Sciences/Biotechnology for the Silicon Valley Chapter of the National Association of Women Business Owners. In addition, she participates on the Life Sciences and Entrepreneur Venture Catalyst Program planning committees for the Women's Technology Cluster in San Francisco. She is also involved with Bay Bio and the Licensing Executives Society.

Representative life sciences clients of The Prinz Law Office include Stratagent Life Sciences, Inc., IRIDEX Corporation, and Ascend Medical Physics, Inc. In addition, prior to establishing The Prinz Law Office, firm founder Kristie Prinz represented Associates of Cape Cod, Inc., Celgene Corporation, Corixa Corporation, CSL Limited, Genesoft, Inc., Mount Sinai School of Medicine of New York University, Novacea, Inc., Oxford Glycosciences, Plc., Pherin Pharmaceuticals, Inc., Scios, Inc., and Vaxgen, Inc.

The firm's life sciences experience includes negotiating and drafting the following transactions:

- Exclusive and Nonexclusive Patent License Agreements and Options to License;
- Collaboration Agreements;
- Sponsored Research Agreements;
- Asset Purchase Agreements;

- Purchase and Supply Agreements; and
- Nondisclosure Agreements.

For more information about The Prinz Law Office's Life Sciences Practice Group, please contact Life Sciences Practice Group Head Kristie D. Prinz, at 408.884.3577 or email her at kprinz@prinzlawoffice.com. Also, please check out our website at www.prinzlawoffice.com.



The Prinz Law Office—E-Commerce Practice

The Prinz Law Office is actively involved in professional organizations, which have been instrumental in shaping the law as it relates to cyberspace and e-commerce, including the Cyberspace Committees of the Business Section of the American Bar Association (“ABA”) and the California State Bar, the VoIP Committee of the Science and Technology Section of the ABA, the Copyright Committee of Intellectual Property Owners Association (“IPO”), and the Copyright Licensing Subcommittee for the ABA’s Intellectual Property Law Section (“IPL Section”).

The significant contributions of firm founder and E-Commerce Practice Head Kristie Prinz in the e-commerce space make her an excellent resource for companies grappling with web-related issues. She stays informed about this rapidly evolving industry sector by serving on the Cyberspace Committees of the Business Law Section for both the ABA and the State Bar of California, where she serves as Chair of the Blog Subcommittee. She also serves as Co-Chair of the VoIP Committee for the Science and Technology Law Section of the ABA. Her prior service includes two years as a member of the Copyright Committee of the Intellectual Property Owners Association, and two years as the Chair of the Copyright Licensing Subcommittee for the ABA’s IPL Section.

Representative clients of the firm’s E-Commerce Practice include Buyblitz, Ltd., SOC Exchange, Inc., Evolving Creations, Inc., Securita, Inc., Biz Foundry, Ltd., and Digital Fuel Technologies, Inc., where the firm provided advice regarding the following:

- Copyright Registration Strategy;
- Web Hosting and Development Agreements;
- Terms and Conditions and Privacy Policies; and
- Licensing and End User Agreements.

For more information about The Prinz Law Office’s E-Commerce Practice Group, please contact E-Commerce Practice Group Head Kristie D. Prinz, at 408.884.3577 or email her at kprinz@prinzlawoffice.com. Also, please check out our website at www.prinzlawoffice.com.

“Investment in the best, most practical technology means a happier, more informed client.”

Kristie Prinz

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Excellence in Client Service and Technology

The Prinz Law Office’s state-of-the-art technology rivals the law firm technology used by even the largest Silicon Valley law firms.

The Prinz Law Office utilizes the most sophisticated, yet scalable, technology on the market. Our personal communication devices enable client exchanges in the most remote locations, and our project management tools are secure and accessible to only the client team. This directly benefits each client by making our firm more accessible and responsive both inside and outside the office.

Client security is paramount to our firm. We employ state-of-the-art document management, security, and back-up software. To further safeguard communications, we also use individually configured server logins to reduce the threat of security breach. Moreover, by regularly backing up our server and storing the backed up information off-site, we ensure that our client files remain safe and protected.

Our firm also takes a cutting edge approach to maintaining and replacing technology. It is our firm’s policy to replace all computers, software, and other devices at least once every two years. This policy guarantees that we will always work with the newest and most current technology available.

The Prinz Law Office’s commitment to technology places us ahead of similarly sized law firms who do not make investing in technology a priority. Likewise, our commitment to technology enables us to compete favorably with large law firms.

All in all, The Prinz Law Office is an attractive option for businesses seeking the benefits of a technology savvy firm and more personalized service.

The Prinz Law Office’s technology investments include the following:

- **PDA:** The Prinz Law Office uses the Treo 700, a Palm OS, hand-held device, which allows for client email and telephone communication outside of the office.
- **Wireless Data Cards:** The Prinz Law Office uses wireless laptop data cards, which facilitate client email communication and server access from any remote location.
- **Corporate Phone System:** The Prinz Law Office uses a fully automated professional phone system, which ensures not only that client calls can be prioritized and announced, but also that calls can be forwarded to any phone of choice and messages can be accessed at any remote location.

- **Document Management/Billing Technology:** The Prinz Law Office uses Prolaw by Thomson Elite, an integrated, all-in-one document management, billing, and accounting system specially designed for small and mid-sized law firms that more quickly and efficiently tracks (and bills for) attorney time spent on work product.
- **Document Integrity, Firewalls, Back up and Security:** The Prinz Law Office uses iScrub and iRedline by Esquire Innovations, which allows for clean document product exchange between law firm and client, as well as from client to any third party. In addition, the firm has a state-of-the-art firm server, with secure logins and around-the-clock support, which is backed up on a nightly basis, with off-site storage.
- **Website:** The Prinz Law Office Website is regularly updated with upcoming firm speaking engagements and noteworthy court rulings, legislative updates, and other important industry news that may impact client business.