

# Recording Released of “Best Practices for Launching a Software Development Project”

The Prinz Law Office is pleased to announce that the recording of the recent presentation by Tech Business Lawyer Kristie Prinz on “Best Practices for Launching a Software Development Project” is now available at this link:  
<https://theprinzlawoffice.vhx.tv/products/best-practices-for-a>



## BEST PRACTICES ON LAUNCHING A SOFTWARE DEVELOPMENT PROJECT

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[prinzlawoffice.com](http://prinzlawoffice.com) | [kristieprinz.com](http://kristieprinz.com)

-software-development-project.

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## Kristie Prinz, Imran Alavi to Present on “Best Practices on How to Launch a Software Development Project”

If you are a ProVisors member with a goal of launching your own software product, then please plan to attend a special virtual presentation + networking event on Wednesday, March 19

at 4 p.m. PT: “Best Practices on How to Launch a Software Development Project.” The presentation will address what you need to know to get started with launching your software development project. Attendance at this event is limited to ProVisors members only. The event is intended for anyone having software development aspirations without specific software development experience. It is anticipated to be the first of a series of similar events for ProVisors members with software development aspirations. To register to attend, please sign up at [this link](#).

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## **Silicon Valley Lawyer Kristie Prinz authors article on Artificial Intelligence (“AI”)**

The Prinz Law Office is pleased to announce that the article authored by Kristie Prinz on “Managing the Legal Risks of Artificial Intelligence on Intellectual Property and Confidential Information” has just been published online by the American Psychological Association’s Consulting Psychology Journal. Digital access to the final published article is available for purchase at [this link](#). The prepublication draft of the article is available for viewing at [this link](#).

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# **The Prinz Law Office adds New Downtown San Jose Address**

The Prinz Law Office is pleased to announce that we have added a new Silicon Valley address in downtown San Jose.

Our new address is centrally located in downtown San Jose at 84 W. Santa Clara St, Suite 788, San Jose, CA 95113. We are conveniently located near the San Jose airport and other downtown San Jose attractions, including the Superior Court of California and the new Santa Clara County Family Justice Center. We are also walking distance from the U.S. District Court, Alfred E. Alquist State Building, and McEnery Convention Center.

Our address change is effective immediately and we are now accepting reservations for in-person meetings at this location.

To schedule a meeting at our new Silicon Valley location in downtown San Jose, you may visit our scheduling link at <https://calendly.com/prinzlawoffice.com>.

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## **SaaS Lawyer Kristie Prinz to Present Strafford Webinar on Negotiating SaaS Agreements**

SaaS Lawyer Kristie Prinz will be presenting a webinar for Strafford on Tuesday, January 7th at 10:00 a.m. PT/ 1:00 ET on

“Negotiating SaaS Agreements: Key Contract Provisions and Protections.” Her co-presenter for this event will be Ash Masrani, who is an associate with Clifford Chance. To learn more about the program or register to attend, please see the Strafford website at <https://www.straffordpub.com/products/negotiating-saas-agreements-key-contract-provisions-and-protections-2025-01-07>.

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## The Prinz Law Office Announces New Quarterly Fractional Service Plans

The Prinz Law Office is pleased to announce the availability of new quarterly fractional service plans, effective immediately. The new fractional service plans are intended for the client who seeks to reserve the firm’s time on defined terms without the commitment of exhausting the time reserved within a single calendar month. The new quarterly plans allow for ninety (90) days to utilize the reserved time instead of the usual thirty (30) day legal subscription periods, thereby providing clients with more flexibility in utilizing their subscription commitments. The quarterly plans start at just a ten (10) hour commitment, and increase at ten (10) hour increments above the minimum commitment. To learn more about the firm’s fractional service plans, the firm’ invites you to schedule a **new client consultation today**.

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# **The Prinz Law Office Unveils New Advisory and Contract Review Subscription Plans**

The Prinz Law Office is pleased to announce the availability of new advisory and contract review subscription plans, which will be offered on both a monthly and a quarterly basis, effective immediately. These plans are intended for clients with ongoing but unpredictable legal needs who are seeking more certainty with their legal budget and prefer not to work with an attorney on a billable hour arrangement. The plans will provide the client with access to a defined set of legal services during the subscription period, as well as access to certain additional services outside the defined legal services for a specified flat fee charge. Unlike many other legal subscription plans currently on the market, clients will have no obligation to remain on the subscription plan beyond the defined subscription period, and may elect to upgrade or discontinue the subscription upon expiration at their sole and absolute discretion. For more information about the firm's new subscription plans, please schedule a new client consultation today.

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## **Kristie Prinz to Lead Silicon Valley Group in ProVisors**

I am pleased to announce that I am a new ProVisors home group leader in the Silicon Valley Region. I will be leading a new Silicon Valley Virtual 1 Group, which will be an all-virtual

home group for service providers engaged in Silicon Valley business. The group will meet the first Friday of the month at 11:30 a.m. PT, and we are currently seeking our first members. If you would like to learn more about ProVisors or Silicon Valley Virtual 1, please reach out to me for additional information, either through Linked In or email at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com). I am excited about this new opportunity and look forward to the challenge of leading a new ProVisors group in this dynamic region. For more information on ProVisors, view <https://provisors.com>.

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## **Kristie Prinz to Speak at Practicing Law Institute**

Silicon Valley Tech Lawyer Kristie Prinz of The Prinz Law Office will be speaking at an upcoming one-day Practicing Law Institute Program to be held on October 9, 2024 at the PLI headquarters in San Francisco, California.

Kristie will be speaking on “Drafting Privacy Policies for Devices with No User Interface – What Do You Do?”, along with Peter McLaughlin of Rimon, P.C. The presentation will examine the challenges of managing legal and privacy terms with IOT devices.

The one-day program is titled “Advanced Internet of Things 2024: Deeper Dive, Practical Wisdom” and will also feature presentations by Leonard Naura of Flatiron Law Group, LLP, Ian Ballon of Greenberg Traurig, LLP, Kate Downing of the Law Office of Kate Downing, Megan Ma of Stanford University, and John Yates of Morris, Manning & Martin, LLP. For more information and to register to attend this event, visit the

Practicing Law Institute website at this link.

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## **Kristie Prinz Selected as 2024 Super Lawyer California**

The Prinz Law Office is pleased to announce that Kristie Prinz has been selected to the 2024 Super Lawyers Northern California list. Each year, no more than five percent of the lawyers in the state are selected by the research team at Super Lawyers to receive this honor. Super Lawyers, part of Thomson Reuters, is a rating service of outstanding lawyers from more than 70 practice areas who have attained a high degree of peer recognition and professional achievement. The annual selections are made using a patented multiphase process that includes a statewide survey of lawyers, an independent research evaluation of candidates, and peer reviews by practice area. For more information about Super Lawyers, visit [Super Lawyers.com](https://www.superlawyers.com).

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## **The Prinz Law Office Announces New Service Offerings**

The Prinz Law Office is pleased to announce that we have recently made available three new service offerings to our clients. First, we have just launched a new fractional

counsel services plan for those of our clients seeking a recurring monthly arrangement with the firm based on an anticipated volume of work at a discounted rate. To view our new fractional services plan, please **click here**. Second, we have just launched a new subscription services plan for those of our clients seeking a recurring monthly arrangement with the firm based on an uncertain volume of work at a discounted rate. To view our new subscription services plan, please **click here**. Third and finally, we have just entered into a relationship with several senior paralegals to make available paralegal services through the firm, which our clients may utilize at their option. Our paralegal services will be priced at special paralegal price rates.

The firm is excited to be able to make these new offerings available to our valued clients. If you have any questions about the new offerings, please reach out to Kristie Prinz with questions, or schedule a consultation at this **link**.

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## **Firm                      Launches                      New Subscription Plan**

The Prinz Law Office is pleased to announce the launch of a new subscription plan, which is intended to simplify the process of working with a lawyer for companies as well as individuals. The firm's subscription plans have been designed to uniquely enable clients to hire and communicate with counsel without the fear or worry of an accruing billable hour.

Subscriber clients will pay a flat monthly rate each month with the option of purchasing add-on services at an additional



flat fee rate that they can easily estimate in advance of making a work request. Subscription prices will start at just \$150 at the lowest bronze level.

To view the currently available subscription plans, please click here: [Prinz Law Office Subscription Plans](#).

The new subscriptions are available to clients immediately.

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## **The Prinz Law Office Adopts New Fixed & Subscription Billing Options**

The Prinz Law Office is pleased to announce that we are adopting a number of new options for working with our clients. We received feedback asking for new fixed rate and subscription packages for specific business scenarios, and in response to that feedback we have designed a variety of new packages designed around those requests. Existing clients who are working with us already under another billing arrangement will be able to switch to a new plan at any time upon request. The firm is confident that these new options will better address the current business needs of the technology and life sciences communities we serve. For additional information about our various available alternative billing packages, please submit your request to [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).

If you have other ideas for new billing arrangements, the firm always welcomes the feedback. All feedback should also be submitted to [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).

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# **Kristie Prinz to Speak on “Best Practices in Negotiating Drafting and Managing Sublicenses”**

Kristie Prinz will present a webinar on “Best Practices in Negotiating, Drafting, and Managing Sublicenses” on Tuesday, September 28, 2021 from 10-11 a.m. PT. The event will be hosted by Tech Transfer Central. To register for the event, please sign up [here](#).

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# **Kristie Prinz to Present Webinar on “Negotiating Consulting Services Agreements in an Uncertain Economy”**

Silicon Valley Tech & Life Sciences Lawyer Kristie Prinz will present on “Negotiating Consulting Services Agreements in an Uncertain Economy” on December 30, 2020 at 10-11:30 a.m. PST. The program will address the key risks in a consulting services relationship during an uncertain economy and how you negotiate terms to minimize the risks. To learn more about the

program or register, please click [here](#).

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## **Kristie Prinz to Present a Webinar on “Introduction to Negotiating & Drafting SaaS Agreements”**

Silicon Valley SaaS Lawyer Kristie Prinz to present a webinar on “Introduction to Negotiating & Drafting SaaS Agreements” on December 14, 2020 from 10-11:30 a.m. PST. The program will provide an overview of the basic concepts that you need to know before attempting to negotiate and draft a SaaS contract. To learn more and register to attend the program, please click [here](#).

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## **Kristie Prinz to Present Webinar on “Best Practices for Negotiating SaaS Agreements in an Uncertain Economy”**

Silicon Valley SaaS lawyer Kristie Prinz will be presenting a

webinar on “Best Practices for Negotiating SaaS Agreements in an Uncertain Economy” on December 8, 2020 from 10-11:30 a.m. PST. The program will provide an overview on how companies should approach the negotiating of SaaS agreements in the current economy climate and steps they can take to better protect the business in the negotiation process. To learn more about the program and register, please [click here](#).

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## **Silicon Valley Lawyer Kristie Prinz to Present a Webinar on “Secrets to Developing a Blog that Effectively Markets Your Law Practice”**

The Virtual Rainmaker Blog is sponsoring a webinar on June 8, 2020 on “Secrets to Developing a Blog that Effectively Markets Your Law Practice” which will provide an overview of what lawyers should consider when they decide to launch a law blog. To register for the webinar, sign up at this link: <https://www.eventbrite.com/e/secrets-to-developing-a-blog-that-effectively-markets-your-law-practice-tickets-105455032842>.

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# **Silicon Valley SaaS Attorney Kristie Prinz to Present on “Negotiating SaaS Agreements” for Clear Law Institute**

Silicon Valley SaaS lawyer Kristie Prinz will be presenting on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests” for Clear Law Institute on March 23, 2020 at 1 p.m. ET/10 a.m. PT.

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# **Silicon Valley Tech Transactions Lawyer Kristie Prinz to Present Webinar Series on Negotiating in an Uncertain Economy**

Silicon Valley Tech Transactions Lawyer Kristie Prinz will be presenting a series of webinars on negotiating in a very uncertain economy, sharing practice tips developed and lessons learned from the last recession. Kristie will be kicking off the series with a **webinar** on “Best Practices for Negotiating Master Services Agreements in an Uncertain Economy” on April 6th, followed by a **webinar** on “Best Practices for Negotiating Development Agreements in an Uncertain Economy” on April 13th, and and a **webinar** on “Best Practices for Negotiating SaaS Agreements in an Uncertain Economy” on April 20th. The next

webinars in the series will be announced soon. To register for any of these programs, please check out the webinar notices at **The Prinz Law Store Website**.

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## **SaaS Lawyer Kristie Prinz to Present on Negotiating SaaS Agreements**

SaaS Lawyer Kristie Prinz will present on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests” for Virginia-based Clear Law Institute on March 23, 2020 at 1 p.m. ET/10 a.m. PT.

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## **Firm Announces Revamped Fixed Rate Options for 2020**

The Prinz Law Office has revamped its standard billing options for 2020 and dramatically increased the number of fixed rate options available for clients in 2020. Starting on January 1st, 2020, clients will have the opportunity to elect as many as five different levels of standard fixed fee options for many routinely requested services, which will enable entrepreneurs, start-ups and small businesses with limited budgets to better choose a fixed fee plan that meets their needs.

The new fixed rate options will significantly expand the firm's existing alternative billing arrangements. The firm announced in early 2019 the launch of a new subscription and fixed hour billing program, which will continue to be offered in 2020. For more information about the firm's billing options, please **contact us**.

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## **Software & SaaS Lawyer Kristie Prinz to Present Webinar on “Legal Developments Affecting the Software Industry”**

The Prinz Law Office is sponsoring a webinar on November 21, 2019 on “Legal Developments Affecting the Software Industry.” The program will provide an overview of what software companies need to know about key legal developments facing the software industry and steps they should be taking to respond to those legal developments. For more information or to register for the event, please check out:<https://prinzlawstore.com/2019/10/legal-developments-impacting-the-software-industry-2019/>

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# **SaaS Lawyer Kristie Prinz to Present Upcoming Webinar on “Drafting & Negotiating SaaS Agreements: Best Practices for University Tech Transfer Offices”**

SaaS Lawyer Kristie Prinz will be presenting a webinar on Tuesday, December 10, 2019 for Tech Transfer Central on “Drafting and Negotiating SaaS Agreements: Best Practices for University Tech Transfer Offices. To register, please sign up at

<https://techtransfercentral.com/marketplace/distance-learning/drafting-and-negotiating-saas-agreements/>.

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## **The Prinz Law Office's Kristie Prinz to Present Upcoming Webinar on SaaS Contracts**

The Prinz Law Office will be sponsoring a webinar on October 8, 2019 on “Best Practices for Negotiating SaaS Contracts & Managing SaaS Customer Relationships.” The firm’s own Silicon Valley SaaS attorney, Kristie Prinz, will be presenting this webinar, which will address such issues as:



- *What makes an effective SaaS customer contract?*
- *What are the essential terms in a well-drafted SaaS contract?*
- *What are the common issues that arise in SaaS negotiations? What are the best strategies to resolve them?*
- *What are the best practices to manage the customer relationship?*

To register to attend, please sign up at **The Prinz Law Store** website at <https://prinzlawstore.com/2019/08/saas-contracts/>.

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## **Silicon Valley Software Lawyer Kristie Prinz to Speak on “Negotiating SaaS Agreements”**

Silicon Valley Software Lawyer Kristie Prinz will present a webinar on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests” on August 9, 2019 at 10:00 a.m. PST/1 p.m. EST. The program will be sponsored by Virginia-based Clear Law Institute. To register, please sign up at <https://clearlawinstitute.com/>.

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# **Software Attorney Kristie Prinz to Present Webinar on “Drafting Software Hosting Agreements” Hosted by Strafford**

Silicon Valley Software Attorney Kristie Prinz will be presenting an upcoming webinar with FieldFisher partner Laura Berton on “Drafting Software Hosting Agreements: Service Availability, Performance, Data Security, Other Key Provisions” for Strafford on Thursday, July 25th from 10 a.m. to 11:30 a.m. PST. For more information on the program, please [click here](#).

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## **The Prinz Law Office Announces Opening of San Francisco Office**

The Prinz Law Office is pleased to announce the opening of its new San Francisco office. To read the press release announcing the opening, please click on the link: **[Press Release](#)**.

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# **Silicon Valley Software Lawyer Kristie Prinz to Present Webinar on “Negotiating SaaS Agreements”**

Silicon Valley Software Lawyer Kristie Prinz will present a webinar on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests” on May 6, 2019 at 10:00 a.m. PST/1 p.m. EST. The program will be sponsored by Virginia-based Clear Law Institute. To register, please sign up at <https://clearlawinstitute.com/>.

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# **Silicon Valley Tech Transactions Lawyer Kristie Prinz to Speak on “Drafting Master Service Agreements & Managing the Service Relationship”**

Silicon Valley Tech Transactions attorney Kristie Prinz will present a webinar on “Best Practices for Drafting Master Service Agreements & Managing the Service Relationship” on Friday, March 8th from 10 a.m to 11 a.m. PST. The Prinz Law Office will be sponsoring the event, which will be intended for lawyers as well as businesspeople. To register, please

sign up at  
<http://prinzlawstore.com/2019/01/best-practices-for-drafting-master-service-agreements-managing-the-service-relationship/>.

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## **Silicon Valley Software Lawyer Kristie Prinz to Speak on “Best Practices for Drafting SaaS Contracts & Managing SaaS Customer Relationships”**

Silicon Valley software attorney Kristie Prinz will be presenting a webinar on February 19, 2019 at 10 a.m. PST/1 p.m. PST on “Best Practices for Drafting SaaS Contracts & Managing SaaS Customer Relationships.” The program will be sponsored by The Prinz Law Office, and is intended for lawyers as well as businesspeople. To register to attend the program, please sign up at <http://prinzlawstore.com/2019/01/drafting-saas-contracts-managing-saas-customer-relationships/>.

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# **Prinz Law Founder Kristie Prinz Joins Privacy Experts in Urging California to Make Serious Revisions to the California Consumer Privacy Act (“CCPA”)**

I was pleased to join Santa Clara Law School Professor Eric Goldman and other privacy experts in urging California to make revisions to the California Consumer Privacy Act (“CCPA”):

<https://blog.ericgoldman.org/archives/2019/01/41-california-privacy-experts-urge-major-changes-to-the-california-consumer-privacy-act.htm>

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## **The Prinz Law Office Announces Opening of Palo Alto Location**

The Prinz Law Office is pleased to announce the opening of its new Palo Alto office. To read the press release announcing the opening, please click on the link: **Press Release 1.14.19.**

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# **SaaS Contracts Attorney Kristie Prinz to Present on “Negotiating SaaS Agreements” for Clear Law Institute**

Silicon Valley SaaS Contracts Lawyer Kristie Prinz will present a webinar on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests” on February 8, 2019 at 10:00 a.m. PST/1 p.m. EST. The program will be sponsored by Virginia-based Clear Law Institute, which is making available a 35% discount off the registration fee if you use the discount code KPrinz148075. To register, please sign up here: <https://clearlawinstitute.com/shop/webinars/negotiating-saas-agreements-drafting-key-contract-provisions-protecting-customer-and-vendor-interests-020819/>.

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## **The Prinz Law Office to Launch New Alternative Billing Solution**

The Prinz Law Office is pleased to announce the launch of a new alternative legal billing solution for our clients in the software/SaaS, tech and health tech/digital health, and IT/healthIT industries: the subscription billing model. We have been following the recent popularity of this model with California companies, and have decided to adopt our own version. We believe that it may be a good fit for clients

with ongoing firm needs, particularly in the transactional space. Our new plans will be based on daily and half-daily billing, eliminating traditional hourly timekeeping for clients who choose this option. For more information on how a subscription solution would work, please contact Kristie Prinz at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com) or 408.884.854.

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## **SaaS Contracts Lawyer Kristie Prinz to Speak on “Negotiating SaaS Agreements”**

Silicon Valley SaaS Contracts Lawyer Kristie Prinz will present a webinar on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests” on October 26, 2018 at 10:00 a.m. The program will be sponsored by Virginia-based Clear Law Institute. To register for the event, sign up at <https://clearlawinstitute.com/shop/webinars/negotiating-saas-agreements-drafting-key-contract-provisions-protecting-customer-and-vendor-interests-102618/>. Clear Law Institute has made available a discount code for the course: you can receive a 35% discount with the promo code: KPrinz119433.

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## **SaaS Attorney Kristie Prinz**

# **to Present Webinar on “Negotiating SaaS Agreements”**

SaaS Attorney Kristie Prinz will present a webinar on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests” on June 11, 2018 at 10:00 a.m. The program will be sponsored by Virginia-based Clear Law Institute. To register for the event, sign up at the Clear Law Institute website.

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# **Kristie Prinz to Speak on “Drafting Software Hosting Agreements for ASP and SaaS” for Live Webcast**

Software Contracts Lawyer Kristie Prinz will give a live webcast for Florida-based MyLawCLE on “Drafting Software Hosting Agreements for ASP and SaaS” on March 15, 2018 from 1 to 3 p.m. PST.

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# **Software Lawyer Kristie Prinz to Speak on “Drafting Software Hosting Agreements: Service Availability, Performance, Data Security, Other Key Provisions”**

Silicon Valley Software Lawyer Kristie Prinz will be featured as a speaker for the webinar “Drafting Software Hosting Agreements: Service Availability, Performance, Data Security, Other Key Provisions” for the Atlanta, Georgia-based Strafford on January 23, 2018.

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## **Silicon Valley Software Lawyer Kristie Prinz to Speak on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and**

# **Vendor Interests”**

Silicon Valley Software Lawyer Kristie Prinz will be featured as a speaker on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests” for a webinar hosted by Arlington, Virginia-based Clear Law Institute on Wednesday, February 21, 2018 from 10-11:15 a.m. PST.

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## **Software Lawyer Kristie Prinz to Speak on “Negotiating Software as a Service Contracts”**

Software Lawyer Kristie Prinz will be featured as a speaker for the webinar “Negotiating Software as a Service Contracts” for the Arlington, Virginia-based Clear Law Institute on Wednesday, January 17th from 10-11:15 a.m. PST.

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## **The Prinz Law Office Announces Expansion of**

# Silicon Valley Headquarters in San Jose

The Prinz Law Office is pleased to announce that it will be expanding its Silicon Valley headquarters in San Jose. The firm has entered into a two-year commitment on a fifth-floor office suite at 2033 Gateway Place effective September 1, 2017. In addition to being class A office space that has been recently renovated with a number of new upgrades, the property is conveniently located both to San Jose airport and all the major freeways, including 87, 101, and 880.

To read more about the Gateway Place office complex and scroll through photos of the property, please **click here**. To read the firm's press release on the announcement, please **click here**.

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## Silicon Valley Lawyer Kristie Prinz Interviewed by IPWatchdog on Waymo v. Uber

IP Watchdog recently interviewed Prinz Law Founder Kristie Prinz regarding the *Waymo v. Uber* case. **Click here to read article.**

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# **San Jose SaaS Lawyer Kristie Prinz to Speak on “Drafting SaaS Contracts” at 10.26.17 Webinar Hosted by The Prinz Law Office**

Prinz Law founder and San Jose SaaS lawyer Kristie Prinz will speak at a webinar hosted by The Prinz Law Office on “Best Practices for Drafting SaaS Contracts that Reduce the Customer Sales Cycle & Avoid Disputes.” The webinar will take place on October 26, 2017 from 10:00 a.m. to 11:30 a.m. PST. The webinar will address such topics as:

- What makes an effective SaaS customer contract?
- What terms should SaaS customers expect?
- Common challenges with customer negotiations.
- What drafting problems frequently result in stalled contract negotiations? Customer disputes?
- How can better drafting close deals faster? Avoid subsequent customer disputes?

To register for the webinar, please sign up at this [link](#).

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## **SaaS Agreements Lawyer Kristie Prinz to be featured speaker for “Negotiating**

# **Software as a Service Contracts” Webinar Hosted by Clear Law Institute**

Silicon Valley Software Lawyer Kristie Prinz will be featured as a speaker for the webinar “Negotiating Software as a Service Contracts” for the Arlington, Virginia-based Clear Law Institute on Tuesday, September 12th from 12-1:15 p.m. PST.

Clear Law Institute is making available a special promotional discount of 35% off to attendees who sign up via The Prinz Law Office using this promo code: **krpri35**.

To register for the event, sign up at this link:  
<http://clearlawinstitute.com/shop/webinars/negotiating-software-service-contracts-091217/>.

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**Silicon Valley Software  
Lawyer Kristie Prinz to  
Present Webinar on  
“Negotiating SaaS Agreements:  
Drafting Key Contract  
Provisions, Protecting**

# **Customer and Vendor Interests”**

Silicon Valley Software Lawyer Kristie Prinz will be co-presenting a webinar on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests” with Kelley Miller of Reed Smith on August 8, 2017 at 10:00 a.m. PST/1:00 p.m. EDT. To register for this webinar, please sign up at:  
<https://www.traffordpub.com/products/negotiating-saas-agreements-drafting-key-contract-provisions-protecting-customer-and-vendor-interests-2017-08-08>.

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## **Silicon Valley Software Lawyer Kristie Prinz to Speak at Webinar on “Best Practices for Drafting SaaS Contracts that Reduce the Customer Sales Cycle & Avoid Disputes”**

Silicon Valley software attorney Kristie Prinz will be presenting a webinar sponsored by The Prinz Law Office on “Best Practices for Drafting SaaS Contracts that Reduce the Customer Sales Cycle & Avoid Disputes” on March 24, 2017 from 10:00 a.m. to 11:30 a.m. PST. To register, please sign up at the following

link: <http://prinzlawstore.com/saas-customer-agreements/>.

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## **Silicon Valley Tech Transactions Lawyer Kristie Prinz to Speak on “Negotiating Service Legal Agreements Key Terms”**

Silicon Valley Tech Transactions Lawyer Kristie Prinz will be speaking on “Negotiating Service Level Agreements Key Terms” at a webinar sponsored by Atlanta-based Strafford Publications on December 21, 2016 from 10 a.m. to 11:30 p.m. PST.

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## **Silicon Valley Lawyer Kristie Prinz to Present Webinar on “Negotiating Software-as-a-Service Contracts”**

Silicon Valley lawyer Kristie Prinz will be presenting a webinar on “Negotiating Software-as-a-Services Contracts” for Clear Law Institute on Monday, December 19, 2016 at 10 a.m. PST/1 p.m. EST.

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# **Silicon Valley Lawyer Kristie Prinz to Speak at Upcoming Webinar on Negotiating SaaS Contracts**

Silicon Valley lawyer Kristie Prinz will present a webinar on “Negotiating Software as a Service Contracts” on Friday, September 9, 2016 at 10 a.m. PST/1 p.m. EST. To sign up for the webinar, please click [\*\*here\*\*](#).

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# **Silicon Valley SaaS Lawyer Kristie Prinz to Speak at Upcoming Webinar on “Negotiating Software as a Service Contracts**

Silicon Valley SaaS Lawyer Kristie Prinz will be speaking on “Negotiating Software as a Service Contracts” at a webinar sponsored by Clear Law Institute at 10 a.m. PST/1 p.m. PST on May 6, 2016. To sign up to attend the program, please register at the Clear Law Institute Website at [\*\*www.clearlawinstitute.com\*\*](http://www.clearlawinstitute.com).



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# **SaaS Agreements Lawyer Kristie Prinz to be featured speaker for “Negotiating Software as a Service Contracts” Webinar Hosted by Clear Law Institute**

SaaS Agreements Lawyer Ms. Kristie Prinz will be featured as a speaker for the webinar “Negotiating Software as a Service Contracts” for the Arlington, Virginia-based Clear Law Institute on Thursday, February 25, 2016 at 10 a.m. PST/1 p.m. EDT.

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## **Prinz Law Opens New Atlanta Office**

The Prinz Law Office is pleased to announce the opening of its new Atlanta Office. To read the press release announcing the opening, please click on the link below:

**The Prinz Law Office press release 12.31.15.**

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# **Acquisition International Recognizes Prinz Law for Software and SaaS Expertise**

Acquisition International recently recognized The Prinz Law Office as “Best for Software and SaaS Licensing” in the USA. The link to the notice is attached below:

<http://www.acquisition-intl.com/2015-the-prinz-law-office>

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## **Prinz Law Announces Opening of San Jose Office**

The Prinz Law Office is pleased to announce the opening of its new San Jose Office. To read the press release announcing the opening, please click on the link below:

**The Prinz Law Office Opens San Jose Office Press Release  
12.21.15**

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# **SaaS Attorney Kristie Prinz Speaks on “Negotiating Software as a Service Contracts”**

SaaS Attorney Ms. Kristie Prinz presented a webinar on “Negotiating Software as a Service Contracts” for Arlington, Virginia-based Clear Law Institute on Monday November 2, 2015.

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# **SaaS Lawyer Kristie Prinz Speaks on “Negotiating Software as a Service Contracts”**

Ms. Prinz was featured as a speaker for a webinar on “Negotiating Software a Service Contracts” on Tuesday, September 8, 2015 for Atlanta-based Stafford Publications.

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**The Prinz Law Office**

# **Announces Opening of Orange County Office**

The Prinz Law Office is pleased to announce the opening of a new San Diego Office. To read the press release on our announcement, please click on the link below:

The Prinz Law Office Announces Opening of Orange County Office.

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# **The Prinz Law Office Announces the Opening of a new San Diego Office**

The Prinz Law Office is pleased to announce the opening of its new San Diego office. To read the press release issued by the firm on the announcement, please see here: [The Prinz Law Office Press Release on Opening of San Diego Office](#).

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# **The Prinz Law Office Announces Opening of Los**

# **Angeles Office in Santa Monica**

The Prinz Law Office is pleased to announce the opening of its new office in Santa Monica. To read about the opening of the firm's new office, please check out the press release issued in conjunction with the announcement.

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## **The Prinz Law Office Announces New Rates and Rate Plans for 2015**

The firm has announced its new rates and rate plans for 2015, which will include a new plan for start-ups that the firm is just making available for the first time.

For additional information about the 2015 rates and rate plans, please contact Kristie Prinz at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).

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## **The Prinz Law Office Opens**

# **Santa Monica Office**

Press Release 12.9.14

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## **World Trademark Review Interviews Trademark Lawyer Kristie Prinz in “Responsive PR is a Must When Media Cries ‘Trademark Bully’”**

[Click here to read story.](#)

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## **IP Licensing Lawyer Kristie Prinz Presents on Negotiating License Agreements with Startups**

IP Licensing Lawyer Kristie Prinz recently recorded a course for the Certified Patent Valuation Analyst Program titled “Negotiating License Agreements with Startups.”

[Click here to view description of course.](#)

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# **The Prinz Law Office Announces New Rate Packages for 2014**

The Prinz Law Office has announced its new rate packages for 2014.

For information on the firm's 2014 rates options, please contact us at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).

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# **The Prinz Law Office Announces New Rate Packages for 2012**

The Prinz Law Office has announced its new rate packages for 2012, including a new payment option that provides clients with a discount in exchange for maintaining an ongoing retainer balance with the firm at all times.

For information on the firm's new payment plans, please contact us at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).

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## **Silicon Valley Internet Lawyer Kristie Prinz Speaks on Blog Law Developments**

Internet Lawyer Ms. Kristie Prinz will be speaking on "Blog Law Developments" for the Sunnyvale-Cupertino Bar Association at Holder's Country Inn in Cupertino on October 10, 2011. To register to attend the program, [click here](#).

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## **The Prinz Law Office Announces New 2011 Rate Packages**

The Prinz Law Office has announced its new rate packages for 2011, including a new simplified retainer option that enables long-term clients to lock in discounts which increase based on the selection of a 6, 12, 18, 24, 30, or 36 month payment plan.

For information on the firm's new payment plans, please contact us at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).



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# **California Biotech Law Blog Named Top 50 Biotech Blog**

The Prinz Law Office is pleased to announce that the California Biotech Law Blog has been named to a list of Top 50 Biotech Blogs.

[Click here to read story.](#)

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# **The Prinz Law Office Announces New Fixed Rate Price Packages**

Following up on our announcement earlier this week about our new programs aimed at helping cash-strapped entrepreneurs and businesses, The Prinz Law Office is announcing the adoption of our new, simplified, fixed rate packages, which will be effective immediately for all new matters.

To request additional information on our new fixed rate package listings, or information about any of our other price plans, please contact Kristie Prinz at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).

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# **The Prinz Law Office Launches Innovative New Programs to Assist Cash-Strapped Entrepreneurs and Businesses**

The Prinz Law Office is announcing the launch of several new programs to assist cash-strapped entrepreneurs and businesses, which are struggling to stay afloat in these difficult economic times. The firm hopes to make legal services more affordable at a time when cash flow may not be very predictable.

To view our press release on the announcement, please click [here](#). If you are interested in receiving more information about our new programs, please contact Kristie Prinz for additional information at [kprinz@prinzlawoffice.com](mailto:kprinz@prinzlawoffice.com).

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## **Prinz Law Management Consulting Announces Launch of New Graduate Discount Program**

Our firm's sister company, Prinz Law Management Consulting, has announced the launch of its new law school graduate discount program, which is designed to assist entrepreneurial young lawyers who have been caught up in the current economic crisis.

To view the press release on this announcement, please click here:

[prinz-law-consulting-launches-new-law-graduate-mentorship-program1.](#)

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## **The Prinz Law Office Announces Launch of New On-Demand Web Store**

The Prinz Law Office is pleased to announce the Launch of its new on-demand web store at [www.prinzlawstore.com](http://www.prinzlawstore.com). The Prinz Law Store will offer on-line programming on a variety of intellectual property and ecommerce legal issues.

To view the press release on the launch, click here.

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## **The Prinz Law Office Awarded Certification as a Women's Business Enterprise**

The Prinz Law Office has been awarded certification as a WBE Enterprise. To view press release, click here.

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# **Silicon Valley Internet Lawyer Kristie Prinz Speaks on Employee Blogs and Websites: Protect Yourself Against the Business and Legal Risks When Workers Go Online**

Silicon Valley Internet Lawyer Kristie Prinz will be presenting on Employee Blog and Websites for American Features Syndicate Teleconference on August 1, 2008, 10:30-12:00 a.m. PST.

To view a recording of the presentation in The Prinz Law Store, [click here](#).

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## **Silicon Valley Internet Lawyer Kristie Prinz to Present on Employee Blogs and**

# **Websites: Protect Yourself Against the Business and Legal Risks When Workers Go Online**

Silicon Valley Internet Lawyer Kristie Prinz will be speaking on Employee Blogs and Websites in a presentation hosted by the American Features Syndicate on July 15, 2008 between 10:30-12:00 a.m. PST.

To view a recording of the presentation in The Prinz Law Store, [click here](#).

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## **IP Law 360 Reporter Sara Stefanini Interviews Silicon Valley Life Sciences Lawyer Kristie Prinz for “In Cephalon Case, FTC Hopes for High Court Ruling”**

[Click here to read the article](#)

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# **The Prinz Law Office Launches its New Silicon Valley IP Licensing Law Blog**

Visit the Silicon Valley Ip Licensing Law Blog at <http://www.siliconvalleyiplicensinglaw.com>

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## **California Lawyer Reporter Jeanette Borzo Interviews Internet Lawyer Kristie Prinz in “The Search for Intelligent Life in the Blogosphere”**

[Click here to read interview.](#)

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## **Silicon Valley Lawyer Kristie Prinz Honored as a New Fellow**

**of the American Bar  
Foundation.**

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## **Biotech and Life Sciences IP Licensing Lawyer Kristie Prinz to speak at PepTalk IP Panel Presentation on Biotech/ Pharma Processes**

Biotech and Life Sciences IP Licensing Lawyer Kristie Prinz speak on January 11, 2008 on the IP Panel for Process Management—*Route to Success* at PepTalk which will be held at Hotel Del Coronado, San Diego.

For more details about the event, please [click here](#).

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## **The Prinz Law Office Launches New Early Payment Discount on Hourly Billing Rates**

[Click here to read the document \(pdf\)](#)

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# **Silicon Valley Lawyer Kristie Prinz Speaks on Who is Watching Out for Your In-House Career: How a Professional Coach Can Help You Gain the Edge**

Silicon Valley Lawyer Kristie Prinz will be speaking at the Association of Corporate Counsel 2007 Annual Meeting at the Hyatt Regency Chicago.

For more details about the event, please [click here](#).

Please [click here](#) to view the Powerpoint presentation.

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## **Silicon Valley Lawyer Kristie Prinz Featured in America's Premier Lawyers, Fortune Magazine**



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# **Internet Lawyer Kristie Prinz Speaks on Hottest Topics in Cyberspace—Verizon v. Vonage and Sprint v. Vonage: A Tale of Two Patent Infringement Cases and Their Impact on the VoIP Industry**

Internet Lawyer Kristie Prinz will speak at the State Bar of California Annual Meeting in Anaheim on September 29, 2007.

Please [click here](#) to view the Powerpoint presentation.

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**Dow Jones Reporter John Letzing Interviews IP Licensing Lawyer Kristie Prinz in “Speculator of Mundane Patents Casts Long**

# Shadow”

[Click here to read the article.](#)

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## **Dow Jones Reporter John Letzing Interviews Patent Licensing Lawyer Kristie Prinz in “Lawmakers Take Aim at Patent Speculators”**

[Click here to read the article.](#)

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## **The Prinz Law Office Founder Kristie Prinz to Offer Consulting Services for Start-Up Law Firms**

[Click here to visit the site.](#)

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**CNN Radio Producer Rahul Bali  
Interviews Silicon Valley  
Lawyer Kristie Prinz  
Regarding the U.S. Court of  
Appeals Eleventh Circuit's  
Ruling in AT& T Mobility, LLC  
v. National Association for  
Stock Car Auto Racing, Inc.**

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**Telecommunications and  
Internet Lawyer Kristie Prinz  
to Participate in Panel on  
Ethical Issues in Deployment  
of VoIP Systems: Client  
Record Gathering and Voice &  
Data Storage**

Telecommunications and Internet Lawyer Kristie Prinz will be participating in panel at the ABA Annual Meeting, San Francisco, on August 11, 2007.

For more details about the event, please [click here](#).

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## **Sky Radio's Dennis Michael Interviews Biotech Lawyer Kristie Prinz On Recent Developments Affecting Intellectual Property Law in the Biotech Industry**

[Listen to the Interview](#)

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## **LexBlog's Rob La Gatta Interviews Silicon Valley Lawyer Kristie Prinz in conjunction with its "Five Questions" Series**

[Click here to read the article.](#)

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# **American Public Media Program “Marketplace” to Air Reporter Steve Tripoli’s Interview of Silicon Valley Lawyer Kristie Prinz**

[Click here to read the Interview.](#)

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**CNN Radio Producer Rahul Bali  
Interviews Silicon Valley  
Lawyer Kristie Prinz  
Regarding AT&T Mobility, LLC  
v. National Association for  
Stock Car Auto Racing, Inc.**

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# **Silicon Valley Internet Lawyer Kristie Prinz to Speak on Recent Developments in Blog Law**

Silicon Valley Internet Lawyer Kristie Prinz will be speaking on Recent Developments in Blog Law on June 14, 2007 at the Silicon Valley Capital Club.

State Bar of California, Business Section Cyberspace Committee. Please [click here](#) to view the Powerpoint presentation.

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# **Silicon Valley Business Lawyer Kristie Prinz to Speak on Understanding the Acquisitions Process: How to Use the Sale and Purchase of Assets to Grow Your Business**

Silicon Valley Business Lawyer Kristie Prinz to speak on Understanding the Acquisitions Process: How to Use the Sale and Purchase of Assets to Grow Your Business at the Silicon Valley Capital Club, Speaker Business Forum Luncheon, on May 24, 2007.

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# **The Prinz Law Office Launches New Fixed Rate Pricing Option to Standard Hourly Billing Rate**

[Click here to read the document \(pdf\)](#)

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# **Dow Jones Reporter John Letzing Interviews Patent Licensing Lawyer Kristie Prinz in Tech Companies pile on patents, complain about clutter**

[Click here to read the article.](#)

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# **LexBlog's Kevin O'Keefe Profiles Silicon Valley Lawyer Kristie Prinz and The California Biotech Law Blog in "Be An A-List Blogger in Your Niche to Succeed"**

[Click here to read the article.](#)

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## **The Prinz Law Office Joins Bay Bio**

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## **Dow Jones Reporter John Letzing Interviews Technology Lawyer Kristie Prinz in**



# **Microsoft, Google Mine for Ideas in Their Own Way**

Click [here](#) to read the article.

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## **Silicon Valley Internet Attorney Kristie Prinz to Speak on Hottest Topics in Cyberspace: Cyberinsurance, Blogs, and On-Line Advertising**

Silicon Valley Internet Attorney Kristie Prinz to Speak on Hottest Topics in Cyberspace on January 20, 2007 at the Section Education Institute, State Bar of California, Claremont Resort and Spa, Berkeley, CA. Please [click here](#) for details. Please [click here](#) to view the PowerPoint presentation.

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## **Silicon Valley Business**

# **Lawyer Kristie Prinz to Speak on Understanding the Acquisitions Process: How to Use the Sale and Purchase of Assets to Grow Your Business**

Silicon Valley Business Lawyer Kristie Prinz will be speaking on Understanding the Acquisitions Process: How to Use the Sale and Purchase of Assets to Grow Your Business for the Sunnyvale Rotary Club on November 7, 2006.

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## **ABA Journal eReport Reporter G.M. Filisko Interviews Silicon Valley Lawyer Kristie Prinz in A Different Foley Fracas: Foley & Larder Agrees to Modify Brand to Settle Trademark Suit With Foley Hoag**

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# **IP Licensing Lawyer Kristie Prinz to Speak at 2006 WTC Catalyst Program Life Sciences Track: Patent Protection/IP Strategy**

IP Licensing Lawyer Kristie Prinz will speak at 2006 WTC Catalyst Program Life Sciences Track: Patent Protection/IP Strategy, sponsored by Women's Technology Cluster, to be held at Pillsbury Winthrop Shaw Pittman LLP, Palo Alto, CA on September 15, 2006.

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# **Silicon Valley Business Lawyer Kristie Prinz to Speak on Understanding the Acquisitions Process: How to Use the Sale and Purchase of Assets to Grow Your Business**

Silicon Valley Business Lawyer Kristie Prinz to Speak on Understanding the Acquisitions Process: How to Use the Sale

and Purchase of Assets to Grow Your Business at an event hosted on July 18, 2006 by the NAWBO Silicon Valley Chapter at Silicon Valley Capital Club, San Jose.

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## **Silicon Valley Lawyer Kristie Prinz to Speak on Who is Watching Out for Your In-House Career: How a Professional Coach Can Help You Gain the Edge**

Silicon Valley Lawyer Kristie Prinz to Speak on May 25, 2006 on Who is Watching Out for Your In-House Career: How a Professional Coach Can Help You Gain the Edge for the Association of Corporate Counsel-America, San Francisco Bay Chapter, NEC Corporation, Silicon Valley.

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## **Silicon Valley Lawyer Kristie Prinz to Speak on Who is Watching Out for Your In-**

# **House Career: How a Professional Coach Can Help You Gain the Edge**

Silicon Valley Lawyer Kristie Prinz to Speak on May 25, 2006 on Who is Watching Out for Your In-House Career: How a Professional Coach Can Help You Gain the Edge for the Association of Corporate Counsel-America, San Francisco Bay Chapter, NEC Corporation, Silicon Valley.

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## **Telecommunications Lawyer Kristie Prinz to Chair Panel regarding Changing Face of Telecommunication (VOIP, WiFi)**

Telecommunications Lawyer Kristie Prinz to chair panel on May 5, 2006 Regarding Changing Face of Telecommunication (VOIP, WiFi) for the International Technology Law Association, 35th Anniversary-Annual Meeting and World Conference, The Fairmont Hotel, San Francisco.

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# **IP Licensing and Start-up Lawyer Kristie Prinz to Speak at The Art of Telling Your Story Workshop**

IP Licensing and Start-up Lawyer Kristie Prinz to speak at The Art of Telling Your Story Workshop sponsored by the U.S. Chamber of Commerce/National Institute of Standards and Technology, Advanced Technology Program in San Jose on September 7, 2005.

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## **BNA Reporter Wendy Leibowitz Interviews Software and Internet Lawyer Kristie Prinz in Open Source Issues Challenge Lawyers; Software Registration Rules May Be Revisited**

[View the PDF here.](#)

Reproduced with permission from BNA's Electronic Commerce & Law Report, Vol. 10, No. 14, p. 353 (April 6, 2005). Copyright 2005 by The Bureau of National Affairs, Inc.

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# **Silicon Valley IP Licensing Lawyer Kristie Prinz to speak on IP Reps and Warranties Gone Wrong: Avoid Potholes in the Business Transaction**

Silicon Valley IP Licensing Lawyer Kristie Prinz to speak on IP Reps and Warranties Gone Wrong: Avoid Potholes in the Business Transaction on April 2, 2005 for the ABA Section of Business Law 2005 Spring Meeting in Nashville, TN.

The event is sponsored by the Intellectual Property Committee.

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# **Silicon Valley Business Lawyer Kristie Prinz to speak on Strategies for Modifying Electronic Standard-Form Agreements and Policies**

Silicon Valley Business Lawyer Kristie Prinz will speak on Strategies for Modifying Electronic Standard-Form Agreements and Policies on April 1, 2005 at the ABA Section of Business Law 2005 Spring Meeting in Nashville, TN.

The event will be sponsored by the Electronic Commerce Subcommittee of the Cyberspace Law Committee. Please click [here](#) to view Kristie's Powerpoint presentation that was inserted into the panel's full presentation.

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## **Silicon Valley Lawyer Kristie Prinz to speak on Copyrights: Lessons and Practice Tips from Recent Cases**

Silicon Valley Lawyer Kristie Prinz will speak on copyright law on April 5, 2004 at the San Francisco Downtown Courtyard by Marriott

*Developing, Protecting, and Exploiting Software Conference* sponsored by Law Seminars International. Please click [here](#) to view the PowerPoint presentation.

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## **Internet Lawyer Kristie Prinz to Speak on What You Need to Know about CAN-SPAM**

Internet Lawyer Kristie Prinz will be speaking on a panel presentation on "What You Need to Know About CAN-SPAM" on June 8, 2004 at Pillsbury Winthrop LLP. The event is a brown bag



lunch co-sponsored by the Santa Clara County Bar Association and California State Bar Business Section Cyberspace Law Committee.