

# **SaaS Lawyer Kristie Prinz to Present Webinar on “Best Practices for Negotiating SaaS Contracts & Managing Customer Relationships”**

Silicon Valley SaaS Lawyer Kristie Prinz will present a webinar on “Best Practices for Negotiating SaaS Contracts & Managing Customer Relationships” on March 31, 2020 from 10-11:15 a.m. PST. To register for the webinar, please sign up at [The Prinz Law Store Website](#).

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# **SaaS & Software Lawyer Kristie Prinz to Present Webinar on “Key Legal Developments Impacting the Software Industry in 2019”**

SaaS and Software Lawyer Kristie Prinz to Present Webinar on November 21, 2019 on “Legal Developments Impacting the Software Industry 2019.” The program will provide an overview of what software companies need to know about key legal developments in 2019 and practical steps that they should be taking in response to those developments. At this webinar you will learn about:

- Key state law developments impacting the industry, including but not limited to the California Consumer Privacy Act, which goes into effect January 1, 2020;
  - Federal regulatory activity impacting the software industry, particularly with respect to the Federal Trade Commission (“FTC”);
  - Cases and trends in litigation impacting the software industry; and
  - Best practices to navigate the current legal landscape.
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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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# California Passes New Data Brokering Law

News Update 10.22.19

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## Silicon Valley SaaS Lawyer Kristie Prinz to Speak on “Negotiating SaaS Agreements” for Clear Law Institute

Silicon Valley SaaS 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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**Silicon Valley Software  
Lawyer Kristie Prinz to  
Present Upcoming Webinar on**

# **“Drafting Software Hosting Agreements”**

Silicon Valley Software Lawyer 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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## **News Update on FTC’s Application of Safeguards Rule to Software Company**

News Update 7.17.19

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

# Agreements

Clear Law Press Release 7.5.19

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## **Silicon Valley Software Lawyer Kristie Prinz to Speak at Upcoming Webinar on Software Hosting Agreements**

Strafford Press Release 7.5.19

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

Press Release 5.1.19

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

Silicon Valley SaaS 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 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 SaaS Lawyer Kristie Prinz to Present Webinar on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests”**

Silicon Valley SaaS 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/):  
<https://clearlawinstitute.com/shop/webinars/negotiating-saas-agreements-drafting-key-contract-provisions-protecting-customer-and-vendor-interests-020819/>.

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## **Silicon Valley Software & Technology Lawyer Kristie**



# **Prinz to Speak at Upcoming Webinar on “Negotiating SaaS Agreements”**

Press Release 1.31.19

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# **The Prinz Law Office Announces Adoption of New Subscription Billing Plan**

Prinz Law Announcement 10.3.18

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# **Advertisement for Upcoming Webinar on Negotiating SaaS Agreements Sponsored by Clear Law Institute**

Webinar Mailer 10.26.18

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# **The Prinz Law Office Announces Launch of New Alternative Billing Plans**

Press Release 10.3.18

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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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# **What SaaS Companies Need to Know about Source Code Escrow Agreements**

If you run a SaaS company, you may come across a negotiation where a prospective customer or business partner insists on the inclusion of source code escrow in the deal terms. However, the traditional source code escrow product is unlikely to provide the protections that your prospective customer or business partner is seeking. The Silicon Valley Software Law Blog addresses the issue of source code escrow products designed for SaaS products and what SaaS companies need to know about them in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/what-saas-companies-need-to-know-about-source-code-escrow-agreements/>

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# **In the Aftermath of GDPR, California Passes Consumer Privacy Act of 2018**

Software companies are still taking steps to comply with the European Union's General Data Privacy Regulation ("GDPR"), which just recently went into effect, but they now are facing the prospect of having to comply with a law closer to home: California's New Consumer Privacy Act of 2018. The Silicon

Valley Software Law Blog discusses this development at the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/in-aftermath-of-gdpr-california-passes-consumer-privacy-act-of-2018/>

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## **SaaS Lawyer Kristie Prinz to Speak on “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests”**

SaaS Lawyer 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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# **California Supreme Court Ruling To Have Long Term Impact on Silicon Valley Reliance on Gig Workers**

If your Silicon Valley company relies on Gig workers as part of its business model, then the California Supreme Court's ruling is likely to have significant consequences for your business. The Silicon Valley Software Law Blog discusses this ruling at the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/california-supreme-court-strikes-blow-to-software-industry-reliance-on-gig-workers/>

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## **News Update Regarding Challenge to the EU-U.S. Privacy Shield Framework**

News Update

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## **News Update on Recent Webcast**

# by Kristie Prinz: “Drafting Software Agreements for ASP & SaaS Hosting”

Drafting Software Hosting Agreements for ASP & SaaS Hosting

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## European Court to Hear Challenge to Privacy Shield: Will the Framework Survive Court Review?

If your software company has pursued Privacy Shield certification and is relying on the certification to comply with EU data privacy regulations, then you will be interested to know that a challenge to the framework is to be heard by a European High Court. The Silicon Valley Software Law Blog has addressed this development and what it may mean for the Privacy Shield framework in the following blog post:

<http://www.siliconvalleysoftwarelaw.com/irish-court-has-referred-case-to-european-court-which-challenges-privacy-shield-will-the-eu-u-s-privacy-shield-framework-withstand-scrutiny-by-the-european-high-court/>

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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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## **What Software Companies Need to Know about the GDPR**

The European Union’s General Data Protection Regulation (the “GDPR”) will go into effect on May 25, 2018. In case you are not up to speed on the law already, what do you need to know about it before it goes into effect? The Silicon Valley Software Law Blog addressed the highlights of the regulation in the following blogpost

:<http://www.siliconvalleysoftwarelaw.com/what-software-companies-need-to-know-about-the-eu-general-data-protection-regulation/>

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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 at Clear Law Institute Webinar on “Negotiating SaaS Contracts”**

Press Release 3.15.18

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# **Software Agreements Lawyer Kristie Prinz to Speak on**



# **“Drafting Software Hosting Agreements for ASP and SaaS”**

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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## **Six Signs You Are Reviewing a Poorly Written Software Contract**

How do you identify a poorly written software contract, whether it is supposed to be a software license, a SaaS contract, or another type of agreement? Firm Founder Kristie Prinz provides tips on how to identify bad software contracts in the following Silicon Valley Software Law Blog post:

<http://www.siliconvalleysoftwarelaw.com/signs-you-are-reviewing-a-poorly-written-software-contract>

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

Press Release on January 23, 2018 Webinar

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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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# **Silicon Valley Technology Attorney Kristie Prinz to Speak on Upcoming Webinar on SaaS Agreements**

Press Release 8.17.17

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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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## **Bipartisan Bill Introduced in Senate that Seeks to Prevent Attacks on American Cyber-**

# Networks

The “PATCH Act of 2017” has just been introduced in the Senate, which would require government agencies to submit security holes in software products they identify for independent review in order to determine any vulnerabilities that need to be addressed. For more information on the bill, please check out the Silicon Valley Software Law Blog posting on the story:

<http://www.siliconvalleysoftwarelaw.com/bipartisan-bill-introduced-in-senate-that-seeks-to-prevent-attacks-of-american-cyber-networks/>.

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## **BiPartisan Bill Introduced in Senate that Seeks to Prevent Attacks on American Cyber-Networks**

The “Protecting Our Ability to Counter Hacking Act of 2017” or “PATCH Act of 2017” has just been introduced in the Senate. For more background on the bill, please check out this Silicon Valley Software Law Blog post:

<http://www.siliconvalleysoftwarelaw.com/bipartisan-bill-introduced-in-senate-that-seeks-to-prevent-attacks-of-american-cyber-networks/>

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# **Investigation Reportedly Launched by Department of Justice into Uber's Use of "Greyball" Software**

The Department of Justice has launched an investigation into Uber's use of the Greyball software program. For more information on the investigation, please check out the following Silicon Valley Software Law Blog posting on the story:

<http://www.siliconvalleysoftwarelaw.com/investigation-reportedly-launched-by-department-of-justice-into-ubers-use-of-greyball-software/>

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# **Common Software Fee Drafting Problems and How to Fix Them**

A common problem in software and SaaS agreements is that the fee terms in the contract make no sense. Why is this the case and how do you fix the terms? The Silicon Valley Software Law Blog addresses this issue in the following posting:

<http://www.siliconvalleysoftwarelaw.com/common-software-agreement-fee-drafting-problems-and-how-to-fix-them/>

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# **Does Your Customer Software License or SaaS Agreement Leave Your Company Vulnerable to a Dispute Over Implementation?**

If your company is like most in the software space, your product requires some sort of initial set-up and configuration for customers that in an enterprise scenario can require a significant investment of time and resources. However, many software contracts are silent regarding what is involved in this initial phase of a business relationship, which results in many disputes. The Silicon Valley Software Law Blog discusses this issue in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/does-your-customer-software-license-or-saas-agreement-leave-your-software-company-vulnerable-to-a-legal-dispute-over-implementation/>

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## **Could a Software Developer Whose Code is Used for**

# Hacking be Convicted of a Crime?

If you are a developer and you develop code that hackers then use to commit crimes, then you may be at risk for criminal prosecution. Could prosecution of developers for code used by hackers be a new trend in law enforcement? For more information on the risks to software developers, please check out this Silicon Valley Software Law Blog posting:

<http://www.siliconvalleysoftwarelaw.com/could-a-software-developer-whose-code-is-used-for-hacking-be-convicted-of-a-crime/>

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# Service Level Agreements: What is a Service Level Agreement or “SLA” and When Do You Need One?

If you are in the software industry, you probably have heard of a “service level agreement” or “SLA” but do you really understand what a service level agreement is or why you might need one? The Silicon Valley Software Law Blog addresses this issue in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/service-level-agreements-what-is-a-service-level-agreement-or-sla-and-when-do-you-need-one/>



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# **Recent Class Actions Provide Valuable Lesson on Why SaaS Contracts Should Be Drafted to Fit A Company's Business Model**

If your company is like most, you may be using a software agreement that has nothing to do with your company's business practices or business model. Why is this a bad idea? Well, several recent class action suits provide a recent example of why this can be very problematic for a software company. The Silicon Valley Software Law Blog addresses this issue in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/recent-software-class-actions-provide-valuable-lesson-on-why-saas-contracts-should-be-drafted-to-fit-companys-business-model/>

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# **Recent FTC Enforcement Actions Should Serve as a Warning to Software Industry**

# Regarding Privacy Practices

If your company is like most and you have given little or no thought to your company's privacy policy while also collecting data and looking for ways to monetize it, then you may want to rethink how you are operating in light of recent enforcement actions by the FTC in the user data space. The Silicon Valley Software Law Blog addressed these developments in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/recent-ftc-enforcement-actions-should-serve-as-warning-to-software-industry-about-privacy-practices/>

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## **Silicon Valley SaaS Attorney Kristie Prinz to Speak on “Negotiating Software-as-a- Services 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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# **US Navy Responds to Copyright Infringement Suit Filed by Bitmanagement Software**

Bitmanagement Software GmbH has filed suit against the US Navy alleging willful copyright infringement of its 3D virtual reality software “BS Contact Geo” and demanding \$600 million in damages. The Silicon Valley Software Law Blog discussed this and the issues likely involved in the dispute in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/us-navy-responds-to-copyright-infringement-suit-filed-by-bitmanagement-software/>

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## **Takeaways for Software Industry on the Cost of Data Breach**

If you are a cloud service provider or a software provider who offers maintenance services to enterprise-level companies, then your company has likely had occasion to negotiate indemnification clauses related to data breaches. Moreover, your company has probably had to provide warranties around data security or employee bad acts that would provide some protections to your customers in the event of a data breach. But have you ever considered what the cost of a possible data

breach might really be for your company? The Silicon Valley Software Law Blog addresses this issue in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/takeaways-for-software-industry-from-new-study-on-costs-of-data-breach/>

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# **The Prinz Law Office Announces that Software Lawyer Kristie Prinz will Speak at Upcoming Webinar on Negotiating Software as a Service Contracts**

Press Release Announcing Clear Law Institute Webinar

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# **The Prinz Law Office Announces that Silicon Valley Software Lawyer Kristie Prinz**

# **Will Speak at Upcoming Webinar on Negotiating Service Level Agreements**

Press Release on Upcoming Stratford Publications Webinar

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## **HP Launches New Digital Rights Management Software Controversy with Security Update Downloads**

HP has set off a new DRM software controversy over printer cartridges with a recent security update to HP printers, which made third party printer cartridges no longer compatible with their printers. The Silicon Valley Software Law Blog explores the controversy and suggests that new litigation over DRM software could be on the horizon in the following blogpost:

*Digital Rights Management Software and the Printer Hardware Business*

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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-Service 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 Attorney Kristie Prinz to Speak at Upcoming Webinar on Negotiating SaaS Contracts**

**Silicon Valley attorney 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 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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## **FTC Announces Order Against San Francisco Software Company**

The FTC has issued an order against a San Francisco software company for deceptive and misleading trade practices with respect to the distribution of the software product and with respect to advertising and promotions related to the software product. The Silicon Valley Software Law Blog has provided a brief summary of the complaint and the order issued by the FTC

in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/ftc-announces-approval-of-final-order-in-deceptive-app-case-against-vulcan>

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

SaaS Lawyer Kristie Prinz will be speaking on “Negotiating Software as a Service Contracts” at a webinar sponsored by Clear Law Institute, which will be held at 10 a.m. PST/1 p.m. EST on May 6, 2016. For more information on the webinar, please contact Clear Law Institute at <http://clearlawinstitute.com/>.

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## **Microsoft Launches New Constitutional Challenge Against Alleged Federal Government Searches of**



# Customer Data in Cloud

Microsoft has just launched a constitutional challenge against the federal government over its use of indefinite gag orders when the government subpoenas information from customer cloud account. The action was clearly timed to capitalize on public sentiment against the government for its perceived intrusion on privacy rights in the recent action against Apple regarding the encryption of the San Bernardino terrorist smartphone. The Silicon Valley Software Law Blog further explores this development in the blogpost linked below:

<http://www.siliconvalleysoftwarelaw.com/microsoft-launches-new-constitutional-challenge-against-government-over-secret-data-requests>

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## Government Signals Possible Reversal of Course on Apple Litigation

The Department of Justice signaled today that it may be rethinking moving forward with the Apple litigation over the iPhone encryption issue, canceling a hearing scheduled for tomorrow in order to explore a possible new method that had come to light for unlocking the terrorist iPhone that has sparked the dispute. The Silicon Valley Software Law Blog further explored today's developments in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/government-backtracks-in-dispute-against-apple-over-unlocking-terrorist-iphone>.

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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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## **The Encryption Debate: Will Government or Industry Win?**

When the Justice Department decided to wage a legal battle against Apple over encryption on the iPhone of one of San Bernardino terrorists, the government moved the encryption debate into the public arena and triggered a public debate over the issue. Now, it is reported that the government is considering launching a second case over the encryption issue against yet another company. Who will be the ultimate winner in this debate? The Silicon Valley Software Law Blog explores the issues in the following blogpost:

<http://www.siliconvalleysoftwarelaw.com/who-will-ultimately-win-in-the-fbis-standoff-with-the-software-industry>

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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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## **FTC Signals to Health Software Companies an Intention to Increase**

# Scrutiny over Advertising Claims

The FTC has just reached a settlement with Lumos Labs over claims that the company was deceptively advertising the health benefits of its Luminosity software program. The FTC's action over this issue should serve as a warning to the health software industry regarding how health software companies are advertising their products. The Silicon Valley Software Law Blog further addressed this matter in the following blog post:

<http://www.siliconvalleysoftwarelaw.com/lumos-labs-case-signals-to-health-software-industry-an-intention-by-the-ftc-to-police-advertising-claims>

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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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# **SaaS Lawyer Kristie Prinz Shares Powerpoint Presentation on “Negotiating Software as a Service Contracts” for Stafford Publication Event**

SaaS Lawyer Kristie Prinz has made available for review her Powerpoint presentation prepared for the recent event “Negotiating Software as a Service Contracts”:

“Negotiating Software as a Service Contracts” by Kristie Prinz.

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# **SaaS Lawyer Kristie Prinz to Present on Negotiating Software as a Service Contracts for Program Hosted by Strafford Publications**

SaaS Lawyer Ms. Kristie Prinz will be featured as a speaker for the webinar “Negotiating Software as a Service Contracts” for Atlanta-based Strafford Publications on Tuesday, September 8 from 1 p.m.-2:30 p.m. EDT. To review the itinerary or sign

up to attend, please click [here](#).

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## **Distinguishing Between the Software License and the SaaS Contract**

The Silicon Valley Software Law Blog looked at what the differences are between the software license and the SaaS contract models in a recent blog posting linked below:

<http://www.siliconvalleysoftwarelaw.com/software-licensing-vs-software-as-a-service-saas-the-importance-of-the-technology-model-to-contract-drafting>

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## **Report Claims that Most Apps Fail to Protect Users' Privacy**

Do most apps on the market fail in provider users' with basic privacy protections?

As the Silicon Valley Software Law Blog reported in a recent blog posting, a recent study suggests that this is in fact a common problem in the software industry, as further discussed

in the link below:

<http://www.siliconvalleysoftwarelaw.com/report-reveals-that-the-majority-of-apps-on-market-ignore-privacy-concerns>

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## **California notifies App-based Ride Service Uber and Competitors that Service is Illegal**

The state of California has notified Uber, Lyft, and Sidecar that their services are illegal under California law, as further discussed by the Silicon Valley Software Law Blog in the post below:

<http://www.siliconvalleysoftwarelaw.com/california-notifies-app-based-ride-service-uber-and-competitors-that-service-is-illegal>

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## **Google Settles with FTC over In-App Purchases Made by**

# Children

The Federal Trade Commission has announced that Google has agreed to refund customers' unauthorized in-app purchases made by their children in the Google Play Store, as the Silicon Valley Software Law Blog discussed in its recent blog posting attached below:

<http://www.siliconvalleysoftwarelaw.com/ftc-settlement-with-google-to-require-refund-of-unauthorized-in-app-charges>

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## FTC Proposing New Rules to Protect Children's Online Privacy

FTC has announced that it is proposing an amendment to the Children's Online Privacy Protection Rule ("COPPA"). The Silicon Valley Software Law Blog discussed the proposed changes as well as the pros and cons of potential implementation in its blog posting linked below:

<http://www.siliconvalleysoftwarelaw.com/ftc-proposing-new-rules-to-protect-childrens-online-privacy>

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# **President Obama Announces The Consumer Privacy Bill of Rights**

President Obama has announced the Consumer Privacy Bill of Rights initiative, as further discussed by the Silicon Valley Software Law Blog in the following blog post linked here:

<http://www.siliconvalleysoftwarelaw.com/president-obama-unveils-new-consumer-privacy-initiative-the-consumer-privacy-bill-of-rights>

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# **Apple Signals New Approach to Enforcing Royalty Policies on App Store**

Amazon, Google, and the Wall Street Journal have all now modified their applications on the Apple App Store in response to signals by Apple that it will be stepping up enforcement of its royalty policies, as was discussed by the Silicon Valley IP Licensing Law Blog in its recent blog post:

<http://www.siliconvalleyiplicensinglaw.com/amazon-google-wall-street-journal-move-to-modify-applications-on-apple-app-store/>

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# How to Protect Your Ideas Before the Launch of a Software Start-up

How do you protect your ideas before you launch your novel software start-up? The Silicon Valley Software Law Blog explored this issue in the following blog post linked here:

<http://www.siliconvalleysoftwarelaw.com/tips-to-protecting-your-ideas-before-you-launch-your-software-start-up-company>

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# Consider Alternatives to Equity When Launching Your Start-up's First Development Project

If you are like many software start-ups, you probably think that equity is the only way to pay for your development work. However, this is not in fact the only option for a cash-strapped start-up, as the Silicon Valley Software Law Blog discussed in the blog post linked here:

<http://www.siliconvalleysoftwarelaw.com/equity-not-the-only-option-for-software-start-ups-hiring-first-developer>

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# Most Early-Stage Development Projects Overlook the Need to Procure a Copyright Assignment

If you are like most early stage software companies, you will complete your next development project without ever asking for or procuring a copyright assignment. The Silicon Valley Software Law Blog explored this issue in the blog post linked below:

<http://www.siliconvalleysoftwarelaw.com/copyright-assignments-overlooked-in-most-development-projects>