

Agenda

7:30-8 a.m. - Registration

8-8:30 a.m. - Mobile Applications, *John Goodhue*

The creating, developing, distributing, monetizing, and advertising associated with mobile apps implicate numerous legal relationships and agreements, regulations, and laws. This presentation reviews these issues to provide a workable framework for attorneys to identify issues and opportunities.

8:30-9 a.m. - Website Agreements and Privacy Issues, *Drew Larson*

This presentation covers startups using web technologies as an integral part of their businesses. It will focus on drafting and advising clients on effective privacy policies, including issues related to privacy shields, determining appropriate term language, avoiding privacy conflicts, and effectively communicating standards.

9-9:30 a.m. - Data Rooms, *Brad Powers*

This presentation will address the concept of data rooms: identifying, saving, and organizing important legal documents as a business grows, so one can more easily secure financing at key inflection points in a company's growth.

9:30-10:15 a.m. - Panel 1, *Amy Pellegrin, Brian Owens, Srikant Mikkilineni*

Most start-ups do not engage an attorney until agreements have already been signed (or should have been). This panel will use a hypothetical start-up, "Neurofirm," to discuss effective issue spotting, focusing on intellectual property issues, product development, and designing and maintaining a website and mobile application.

10:15-10:30 a.m. - Break

10:30-11 a.m. - Technology Incubators and Entrepreneurial Resources, *James Credon*

This presentation will focus on issues related to advising clients who are currently engaged in collaborative venture spaces. It will also discuss effectively navigating the transition between collaborative developments to the independent arena.

11-11:30 a.m. - Founder's Agreements "Gig Economy," *Scott Kaspar*

This presentation will focus on when founder's agreements are used; key provisions of an effective founder's agreement; advising clients on maximizing benefit; and issues that might arise when founder's agreements are challenged or breached.

Noon-12:45 p.m. - Panel 2, *Amy Pellegrin, Brian Owens, Drew Larson*

The second iteration will take a look at the "Neurofirm" start-up as it prepares for a buy-out. Panelists will discuss regulatory issues and compliance, navigating agreements and purchase negotiations, and valuation of intellectual property.

To register online, visit www.drake.edu/law/cle.



Tech Startups: Navigating the Legal Maze

Neal & Bea Smith Law Center

Sponsored by the Drake Intellectual Property Law Center.

Approved by the State of Iowa for 4 hours. (Iowa Activity Code: 265680)

James Creedon, Van Every & Creedon

James Creedon is a partner at Van Every Creedon PLLC in Frisco, Texas. He has worked with small business and start-ups for many years including with WERX, a community center for start-ups and entrepreneurs that share workspace and resources. Creedon has served in the United States Army for nine years as an officer in Information Operations, the Judge Advocate General's Corps, and the Infantry. He is a graduate of the U.S. Army Airborne, Air Assault, and Ranger Schools, holds an active security clearance, and works with veterans to support their business ventures.

John Goodhue, Goodhue, Coleman & Owens, P.C.

John Goodhue is a U.S. registered patent attorney with extensive experience in intellectual property technologies including software, medical devices, agricultural implements, 3D printing, and wearable devices. He received a degree in computer engineering from Rose-Hulman Institute of Technology and his law degree from Drake. Goodhue was previously a principal in two different start-ups. He has authored or co-authored numerous articles and books on intellectual property, including the ABA-published book *Persuasive Computer Presentations: The Essential Guide for Lawyers*. Goodhue is admitted in Iowa and in the U.S. Patent & Trademark Office.

Scott Kaspar, Kaspar Law

As a registered patent attorney, Kaspar has counseled clients with respect to a wide array of technologies, including communications, control systems and electronic devices, automotive and vehicles, banking and finance, hydroforming processes, food processing, consumer appliances and products, farm equipment and agriculture, and software and computer-implemented methods. He is licensed to practice in Illinois, Iowa, and California and before the U.S. Patent and Trademark Office.

Drew Larson, BrownWinick

Drew D. Larson is a member of BrownWinick and serves as chair of the firm's Innovation Committee. He practices primarily in the areas of corporate formation and transactions, health law, intellectual property, estate planning, and tax. He represents business clients in various aspects including startup organization, financing, acquisitions, contract drafting and negotiation, succession planning, and regulatory compliance. Larson has a particular passion for working with technology startups, manufacturers, healthcare providers and other entrepreneurs to structure their business and protect their intellectual property.

Cory McAnelly, Goodhue, Coleman & Owens, P.C.

After graduating *summa cum laude* from Drake Law School in 2011, Cory McAnelly served as a federal law clerk to the Honorable John A. Jarvey in the Southern District of Iowa. He

continued his career at a boutique intellectual property firm in Des Moines before moving to Dallas, Texas, to work for a large intellectual property litigation firm. His experience in intellectual property litigation includes mechanical, software, and biotech patent litigation, trademark and trade dress defense, and the Inter Partes Review process.

Srikant Mikkilineni, Brick Gentry

Srikant Mikkilineni is an associate attorney at Brick Gentry, P.C. and works in the firm's Intellectual Property Law group. He advises clients on internet law matters, intellectual property licensing, copyrights, trademarks, and trade secrets, as well as technical aspects of computer, software, and other technology-related patent applications. Mikkilineni regularly speaks on internet, technology, and intellectual property law, including legal issues pertaining to the Internet of Things, privacy concerns, the "Gig" economy, real-time payment systems, data security, cybersecurity, and data breach notifications and policies.

Brian Owens, Goodhue, Coleman & Owens

Brian Owens is a registered patent attorney with extensive experience in helping clients manage, obtain, and license intellectual property rights. He has practical experience protecting intellectual property for a wide range of hardware and software technologies, and he focuses on U.S. and international patent application preparation and prosecution. Owens previously served as senior IP counsel for a start-up and as an associate attorney for large law firms in Dallas. He also worked as an engineering intern at Boeing, where he gained valuable engineering and technical writing experience. He is admitted in Texas and before the U.S. Patent and Trademark Office.

Amy Pellegrin, ClaimDOC and Benefit Captive Re

Amy Pellegrin is general counsel at ClaimDOC and Benefit Captive Re. She is responsible for advising and overseeing the Appeals and Balance Bill Division of the Member Advocacy Department, and she also leads the provider relations team. Previously, Pellegrin was a civil litigator at a large firm in the Des Moines area. While in private practice, she specialized in employment and business litigation, as well as transactional work. Pellegrin earned her law degree with high honors from Drake University in 2011 and her bachelor's degree from University of Kansas in 2006.

Brad Powers, NewLink Genetics

Brad Powers is in-house counsel at NewLink Genetics. The company brings new immunology treatments to those who need them. NewLink Genetics' pipeline includes clinical candidates designed to harness multiple components of the immune system to combat a wide range of cancer.