May 14–15 2015 Hotel Kabuki I San Francisco, CA

Women Leaders inTechnology Law



WOMEN LEADERS

Promoting Diversity and Increasing the Prominence of Women in the Technology Legal Community Through Substantive Legal Discussion, Professional Development, and Woman-to-Woman Networking



Network with technology industry leaders from:

Aruba Networks, Inc. Avnet, Inc. Cadence Design Systems, Inc. FireEye, Inc. **Globecomm Systems** Google Inc. **Hewlett-Packard Company Indix Corporation Intel Corporation Khosla Ventures** Marketo, Inc. **Microsoft Corporation NetSuite Inc. NVIDIA Corporation** PayPal, Inc. Samsung Research America, Inc. Software AG Sony Electronics Inc. Western Digital Corporation Yahoo! Inc. Zimbra, Inc. Zynga Inc.

Conference Co-Chairs:

Janet Craycroft Director, Legal Counseling Intel Corporation (Santa Clara, CA) Renée Lawson Vice President and Deputy General Counsel Zynga Inc. (San Francisco, CA) Tekedra Mawakana VP & Deputy General Counsel, Global Public Policy Yahoo! Inc. (Washington, DC)

At this event, a stellar array of technology General Counsel and female powerbrokers in the technology legal bar unite to discuss the challenges and opportunities facing women in this field and to give like-minded women the skills necessary for continued success in the technology space including:

- Positioning yourself as an industry maven through a thorough knowledge of the top legal issues affecting technology companies across the board, featuring updates on the top cases impacting technology and spotlights on the year's biggest risk management and compliance developments
- Breaking through the glass ceiling, embracing power, and getting a seat at the table in a traditionally male-dominated technology legal space, featuring real world advice from women managing successful legal teams at top technology companies
- Advocating for yourself and earning authoritative respect amongst your peers and colleagues in the technology community, featuring communication tips on channeling the qualities that bring success to a leader
- Discussing what "having it all" means and how women leaders in the extremely hectic and competitive technology space can successfully make the most out of both career and personal life

Plus two half-day sessions designed for maximum networking and creating a candid dialogue in a less formal setting:

- A "I Wish Someone Had Told Me:" Advice from Technology General Counsel on Embracing Influence and Power and Running a Successful Legal Department
- **B** Creating a Winning Pitch: Implementing Critical Negotiation, Leadership, and Presentation Skills to Make Your Case

On average, women lawyers earn approximately **87%** of what their male counterparts earn. The technology legal industry, with its burgeoning representation of women in upper management positions including General Counsel, Chief Legal Officer, and Chief Compliance Officer, is prime ground to effect a cultural shift.

Based on industry demand, ACI is pleased to present its inaugural **Women Leaders in Technology Law** conference, a forum aimed at promoting woman-to-woman networking and mentorship, and facilitating high-level discussion of the challenges and opportunities facing like-minded women in the technology legal community. Tailored to empower women in the technology legal space and to give them the skills necessary for continued success, this is a unique opportunity to network with and engage in candid discussion with leaders from technology companies, including **Intel, Google, Microsoft, Sony Electronics, Zynga, Yahoo!, NVIDIA, Aruba Networks, Software AG,** and more.

Be part of a supportive community of women in the technology legal space, and build enduring relationships and connections with peers facing the same professional challenges and opportunities.

Despite myriad diversity initiatives and an increase of women in leadership roles, the statistics show that full acceptance still manages to elude women in the profession overall. It is time to address the elephant in the room: the legal playing field has been leveled over the course of the last few decades, so why do so many women in the technology space still feel that they need to work harder than their male counterparts? **It is a clear business imperative that technology companies and the law firms representing them must attract and retain female talent.** While there are no easy answers, this conference will facilitate mentorship opportunities and help form new connections among women leaders as well as provide a forum for candid discussion of gender stereotypes and other implicit obstacles to advancement, and to talk about what has worked for other similarly situated women in the technology industry when faced with gender-specific challenges.

Broaden your overall legal IQ on the salient developments affecting the technology legal community and develop a greater understanding of the key issues facing the industry to best position yourself as a leader.

In addition to the networking opportunities and discussions of the professional development issues, this is also an opportunity to hear from women leaders about their key priorities vis-à-vis technology companies. Take advantage of this collegial atmosphere and engage in discussion of the year's biggest legal developments facing your peers in privacy and security regulations, the Internet of Things, net neutrality discussions, notable cases, and much more.

We hope you will join us for the program designed to assist like-minded women in the technology community moving forward in their careers. Register today by calling **888-224-2480** or online at **www.AmericanConference.com/WomeninTech**.

I look forward to seeing you in San Francisco!

Very truly yours,

Bolam Kim, Esq. Legal Analyst & Conference Director

MAIN CONFERENCE – DAY 1 THURSDAY, MAY 14, 2015

7:15 Registration and Continental Breakfast

8:15 Co-Chairs' Opening Remarks

Janet Craycroft Director, Legal Counseling Intel Corporation (Santa Clara, CA)

Renée Lawson Vice President and Deputy General Counsel Zynga Inc. (San Francisco, CA)

Tekedra Mawakana VP & Deputy General Counsel, Global Public Policy Yahoo! Inc. (Washington, DC)

Breaking Through the Glass Ceiling: Increasing Prominence of Women in Leadership Positions in Technology Law

Janet Craycroft Director, Legal Counseling Intel Corporation (Santa Clara, CA)

8:30

Ruth E. Gaube Vice President and General Counsel Samsung Research America, Inc. (Mountain View, CA)

Alexa King SVP and General Counsel FireEye, Inc. (Milpitas, CA)

Chérie R. Kiser Partner Cahill Gordon & Reindel LLP (Washington, DC)

Tamara L. Tompkins General Counsel and Chief Administrative Officer Khosla Ventures (Menlo Park, CA)

- Where are we going, and where we have been: examining the trend of the representation of women in technology law
 - Analyzing the inadequate representation of women in leadership technology positions versus women employees at a technology company
 - Taking a current look at the statistics of women in executive positions at technology companies and in leadership positions at law firms
- Overcoming preconceived notions that other people may have about working for a woman
- Reviewing and developing initiatives to encourage young women to enter STEM fields or learn coding at a young age

- Exploring the challenges and opportunities for in-house and law firm retention of female talent
- Discussing which diversity initiatives are working and designing sustainable diversity programs for technology companies and the outside law firms representing them
- Keeping up morale in the face of a heavily male dominated industry and gender pay gap
- Embracing power and getting a seat at the table: why the technology legal industry, with its representation of women operating at high levels, is prime battle ground for a cultural shift
- 10:00 Morning Refreshment Break
- 10:15 Making Your Voice Heard: Recognizing the Distinct Communication Styles Between Women and Men and Cultivating the Traits That Stand Out in a Leader

Angela Chien Senior Counsel Google Inc. (Mountain View, CA)

Julia Hanft Sr. Vice President & General Counsel Globecomm Systems Inc. (Hauppage, NY)

Amy Howell General Counsel Zimbra, Inc. (Frisco, TX)

Renée Lawson Vice President and Deputy General Counsel Zynga Inc. (San Francisco, CA)

Natalie Mosallam

former Chief Health Technology Counsel Verizon Communications, Inc. (Chicago, IL)

- Developing relationships and building trust to assert yourself when you are the only woman at the table
- Understanding the differences between how engineers versus lawyers think and how women versus men think
 - Cultivating a vocabulary to talk to engineers in order to gain authoritative respect
 - Identifying the codes and abbreviations used in the technology industry to become well-versed in the language
 - Communicating that there are many gray areas in the law and that there may not be a solution
- Knowing what to ask and when to ask the right questions

- Remaining confident in the face of gender stereotypes: breaking through fear, uncertainty, and shattering outmoded gender stereotypes regarding competence and credibility
- Advocating for yourself and getting credit where credit is due: making sure your contributions and achievement are known and knowing when to push back when you aren't getting suitable credit
- The legal sorority: fostering relationships with similarly situated women and taking a supportive rather than a competitive approach to relationships with our peers
 - Examining how women can pull together to create opportunities for each other successfully and without being fearful
- Identifying both male allies and female mentors who can give you straightforward advice
- Working with male allies and implementing strategies to overcome an "us versus them" environment

11:45 Proving You Are "Tech Enough:" Overcoming Gender Bias in the Technology Space and Promoting Your Career Development

Eileen Evans

Vice President & Deputy General Counsel, Cloud & Open Source Hewlett-Packard Company

(Palo Alto, CA)

Tekedra Mawakana

VP & Deputy General Counsel, Global Public Policy Yahoo! Inc. (Washington, DC)

Heather Redman

VP Business Operations and General Counsel

Indix Corporation

(Seattle, WA)

- Best practices for establishing yourself as a technology leader and demonstrating your technology expertise
- Rainmaking, business development, and entrepreneurship: cultivating and owning your voice and maintaining authenticity in a challenging environment
- Cutting to the chase: effective communication with executives and speaking in a language that boards of directors will care about and understand
- Successful business partnering: emphasizing the value of legal engagement and a good legal position to business teams
- Pushing yourself and asking for difficult or challenging work to develop skills and position yourself as a future leader

12:45 Networking Luncheon

1:45 Interactive Open Floor Discussion on Tackling Gender-Cultural Prejudices Internally Within Your Company and Across International Boundaries

Tristan E.H. Higgins Director, Law Department

Sony Electronics Inc. (San Diego, CA)

Jasbir Kaur Khalsa Attorney Microsoft Corporation (San Francisco, CA)

Juleen Konkel Senior Counsel Software AG (San Francisco, CA)

While there is still much to be done in terms of diversity in the industry, technology companies are comprised of diverse employees and work closely with global partners. In this regard, women leaders must shatter preconceived notions on stereotypes of women and understand how to gain the respect in less female-friendly countries. In this interactive discussion, attendees will have the opportunity to discuss how the American corporate system can be a challenge for women employees from other cultures. Participants will also speak about their experiences on how they dealt with men from other countries refusing to do business with them due to gender prejudices. This frank discussion will help other women understand how others in their position confronted unexpected difficulties, such as:

- Being the only woman in the room
- Everyone speaks a different language than you
- 2:45 Afternoon Refreshment Break
- 3:00 Thinking Like a GC: Updates on the Substantive Legal Developments Affecting Technology Companies in 2015 and Beyond

Amy M. Fox Group Counsel, New Devices Group Intel Corporation (Santa Clara, CA)

Ghita Harris-Newton Global Head of Legal Privacy & Assistant General Counsel Yahoo! Inc. (San Francisco, CA)

Celine Jimenez Crowson Partner Hogan Lovells (Washington, DC)

Michelle Madriaga (Invited) Legal Director NetSuite Inc. (San Mateo, CA)

Karna J. Nisewaner Associate General Counsel Cadence Design Systems, Inc. (San Jose, CA)

Moderator:

Cheryl A. Falvey Partner Crowell & Moring LLP (Washington, DC)

To best position oneself as an industry leader, women in particular need to have the competitive edge by having a big picture of the technology industry and remaining up-to-date on the most pressing legal developments facing technology companies. In this session, leading attorneys will give you their insight into the most important legal challenges and cutting edge developments impacting technology, as well as the big picture macro view necessary in a leader. Topics to be discussed include:

The Politics and Policies of Technology: Examining Congressional, Legislative, and Regulatory Activity Impacting the Technology Industry

- FCC's proposals on net neutrality
- Primer on spectrum auctions for Internet-connected devices
- Updates on the White House policy initiatives and potential federal cybersecurity legislation
- Analyzing federal discussion of national data breach notification standards
- Reviewing national information sharing legislation for companies to combat cyber threats without fear of incurring liability

IP Issue Spotting

- Examining the impact of *Alice Corp. v. CLS Bank International* (2014) on the protectability and enforcement of computerimplemented inventions in varied industries
- Deciphering the impact of *Oracle America, Inc. v. Google, Inc.* (Fed. Circ. 2014) on copyrighting APIs
- Understanding how the *Octane* and *Highmark* cases have been practically affecting fee shifting considerations in IP litigation
- Predicting the repercussions of *American Broadcasting Companies, Inc. v. Aereo, Inc.* (2014) on cloud storage and cloud innovation
- An update of Patent Reform legislation where does it stand and where is it going?

Technology Developments Impacting Business and the Law

- Defining "Internet of Things" and identifying tangible examples of how IoT is being applied every day
 - Overview of the FTC's recent policy and enforcement initiatives involving the Internet of Things including the agency's first IoT-related cases: *In the Matter of HTC America, Inc.* and *In the Matter of TRENDnet, Inc.*
- Best practices for monetizing data gained from consumers through smart devices
- Demystifying the differences between the various cloud models: Infrastructure as a Service ("IaaS"), Platform as a Service ("PaaS"), Software as a Service ("SaaS"), and the various hybrid models of these services
 - Understanding the legal risks and benefits of cloud computing

- Virtual currency: reviewing the digital and virtual currencies currently available and on the horizon, the kinds of alternative currencies that are out there, clarifying definitions and players in the ecosystem, and outlook for investors and entrepreneurs
- 4:30 I Don't Know How She Does It: How Women Leaders in the Increasingly Demanding Technology Legal Space Can Make the Most Out of Both Life and Career

Jeanette Blanco

Senior Director and Senior Regulatory Counsel **PayPal, Inc.** (San Jose, CA)

Audra A. Dial Office Managing Partner Kilpatrick Townsend & Stockton LLP (Atlanta, GA)

Kendra Jones Vice President, Legal Western Digital Corporation (Irvine, CA)

Emily O'Brien Patent Litigation Counsel Google Inc.

Helen Tieh Director, Legal NVIDIA Corporation (Santa Clara, CA)

Women are bombarded with messages that if they work hard enough and are smart enough, they can "have it all." What does this really mean, and how do these unrelenting expectations distort the setting of realistic goals and milestones? Hear from a diverse panel of women about how "Having It Balanced" may be a better slogan. Topics to be discussed include:

- Allocating your time and cultivating a full and healthy life outside of the office while balancing the intensive commitment of a technology legal career and 24/7 availability through email and cell phones
- Putting together an effective support system in place to lighten the load and picking the right life partner
- Owning and respecting our choices: a frank discussion of the politics of motherhood within the legal culture and how career choices impact the decision whether and when to start a family
- Overcoming any hesitation to take advantage of corporate policies promoting work life balance and encouraging flexibility
- Walking away from professional and personal guilt when something's got to give
- Learning to say no when you can't give 110% on every front: knowing when to put your career to the forefront and when to put your personal life first

5:45 Conference Adjourns

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Post-Conference Workshops FRIDAY, MAY 15, 2015 (Registration begins at 8:15 am)

R

9:00 am – 12:00 pm

"I Wish Someone Had Told Me:" Advice from Technology General Counsel on Embracing Influence and Power and Running a Successful Legal Department

Ava Hahn

General Counsel Aruba Networks, Inc. (Sunnyvale, CA)

Cheree McAlpine

Vice President and General Counsel for the Americas **Avnet**, **Inc.** (Phoenix, AZ)

Margo M. Smith

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Senior Vice President & General Counsel Marketo, Inc. (San Mateo, CA)

Designed to provide mentoring to the next generation in the technology legal community, this intimate networking group will provide guidance for attorneys at all stages in their career on advancing within the ranks of the technology world and navigating any challenges along the way, while creating a "power circle" of women leaders. Our panel of leaders will discuss their career path and road to the GC office, advice for shattering the glass ceiling, skills necessary to thrive at the executive level, what they are looking for in relationships with outside counsel, and the challenges of balancing management of a successful legal department with those of a robust and full personal life. This is a great opportunity to learn and network from the women driving change and delivering results in the male-dominated technology world.

12:00 Networking Luncheon for Participants of both Workshops A & B

1:30 pm – 4:30 pm

Creating a Winning Pitch: Implementing Critical Negotiation, Leadership, and Presentation Skills to Make Your Case

Andrea L. Gothing Partner Robins Kaplan LLP (Los Angeles, CA)

Laura W. Smalley Member Harris Beach PLLC (Pittsford, NY)

Women and men have very different communication styles and certain natural characteristics, making it that much more difficult to achieve the desired outcomes. When women must work harder than their male counterparts to begin with and give 110% to earn the respect of their peers, it is essential to develop a captivating strategy to advance yours and your client's interests.

This unique hands-on session is specifically designed to leave you with the practical tools to serve as an added value for you and your employer. Whether it's negotiating over the terms of a particularly tough contract, leading a board meeting, or presenting highly sophisticated technology to a jury, participants will engage in role playing and learn how to come across as a knowledgeable and credible leader. Topics will include:

- · Positioning yourself as an equal voice at the table
- Exploring common missteps that can thwart your ability to get your point across effectively
- Maintaining awareness of how body language plays a role in how you are judged by your peers
- When silence can be golden: knowing when to speak and when to remain silent
- Understanding when you are resonating with your team and being taken seriously
- Distilling daunting legal and/or technological topics for others to comprehend easily
- Analyzing how cultural differences can play a role in negotiation tactics

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Decorated in a style that blends modern western trends with the Asian theme, the spacious rooms at the Hotel Kabuki are equipped with free Wi-Fi, cable HDTV, an iPod docking station, a safe, and a telephone with voicemail. In addition, optimum comfort is assured thanks to air conditioning together with premium bedding. Residents can relax on the sofa with a hot drink, whereas those who need to catch up on their work can take advantage of the desk with an ergonomic chair. The elegant en-suite bathroom is stocked with complimentary luxury toiletries as well as a hairdryer.

For guests in need of relaxation, the Hotel Kabuki boasts an impressive full-service spa, a gym open around the clock, and peaceful Japanese gardens featuring a Koi pond. What's more, corporate visitors can look forward to a business center. The O Izakaya Lounge gives patrons the opportunity to experience authentic Japanese cuisine and beverages in a tranquil setting. Furthermore, there are many excellent eateries in the immediate vicinity for which friendly staff at the front desk are happy to provide recommendations.

There is parking at the Hotel Kabuki; alternatively, the city's main attractions can easily be reached via the public transport network.

Who You Will Meet:

Counsel and legal professionals in the technology industry having responsibility for:

- Compliance
- Litigation
- Transactional Law
- Intellectual Property
- Regulatory
- Privacy and Security

- E-Commerce
- Big Data
- Social Media
- Advertising
- Cloud Computing
- Open Source

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You are required to bring your state bar number to complete the appropriate state forms during the conference. CLE credits are processed in 4-8 weeks after a conference is held.

ACI has a dedicated team which processes requests for state approval. Please note that event accreditation varies by state and ACI will make every effort to process your request.

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Director of Sales, American Conference Institute

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