

## **Kristie D. Prinz**

Kristie Prinz is a software, SaaS technology, life sciences, and IP business transactions lawyer in Silicon Valley, who has been providing technical IP business advice to early stage start-ups and more established mid-market companies for 20 years. She founded the The Prinz Law Office, the software, SaaS, technology, life sciences & IP boutique firm in January 2004, following the closure of Pennie & Edmonds, LLP. The Prinz Law Office has offices in Palo Alto, San Francisco, Orange County, Los Angeles & San Diego.

Ms. Prinz's clients are primarily in the SaaS, technology, IT, digital health/health technology and life sciences industries. Ms. Prinz generally advises them on transactions with customers, licensees/licensors, resellers, suppliers & distributors, business partners, and buyers/sellers. Ms. Prinz also has an IP practice, where she manages trademark portfolios on behalf of clients.

Ms. Prinz also has experience representing transactional clients in the semiconductor, fiberoptics, solar photonics, nanotechnology, laser, gaming, e-commerce, publishing, and electronic payments industries.

Ms. Prinz not only works with companies in Silicon Valley as well as other parts of California, but also in developing technology hubs across the U.S. and in overseas markets such as Canada, Mexico, Europe, the U.K., Australia, and New Zealand.

### **Representative Transactions**

- Represented a cloud-based software business in closing a multi-million dollar enterprise SaaS transaction with a Fortune 500 company for 20 locations.
- Represented a cloud-based software business in closing a multi-million dollar enterprise SaaS transaction with a \$3.5 billion dollar financial services company.
- Represented a cloud-based software business in closing a multi-million dollar enterprise SaaS transaction with a waterpark company for 8 locations.
- Represented a cloud-based software business in closing a million dollar enterprise SaaS transaction with a Fortune 500 company.
- Represented a cloud-based software business in closing a million dollar SaaS transaction with a digital health company.
- Represented a biotech company in closing a million dollar deal for the development of proprietary software with a software development company.
- Represented a digital health company in closing a half-million dollar software transaction with one of the largest counties in the United States.
- Represented a cloud-based software company in closing a SaaS transaction with a Fortune 500 company.
- Represented a digital health company in closing a SaaS transaction with a major California university for 11 locations.

- Represented a digital health company in closing a SaaS transaction with the Mayo Clinic.

## **Past Legal Experience**

- **Pennie & Edmonds LLP** *Palo Alto, CA, 2000-2003*

Pennie & Edmonds was a NYC-based intellectual property boutique firm with an approximately 120 year old history, which had satellite offices in Washington, D.C. and San Jose. While at Pennie, Ms. Prinz represented clients in the biotech, medical device, and semiconductor transactions space, and worked with start-ups and middle market companies world-wide. Some highlights from Ms. Prinz's experience included representing clients in several acquisitions of life sciences companies, including one in Dublin Ireland, and representing a biopharmaceutical company in the cardiovascular drug space in the negotiation of a series of business agreements with group purchasing organizations.

- **Schnader Harrison Segal & Lewis LLP** *Atlanta, GA, 1999-2000*

Schnader Harrison Segal & Lewis LLP is a Philadelphia-based firm, which briefly opened a satellite office in the Atlanta market to support its taxation practice and grow a business practice in the Southeast. While at Schnader, Ms. Prinz worked closely with the firm's commercial litigation practice as well as its trust and estates practice, and also worked with the firm's corporate and securities practice. Some highlights from Ms. Prinz's experience at Schnader included her involvement in a highly publicized defamation lawsuit against a private university and the successful termination of an irrevocable trust created by an inventor. Ms. Prinz was also involved with financings of early state companies.

- **Mozley, Finlayson & Loggins, LLP** *Atlanta, GA, 1998*

Mozley, Finlayson & Loggins, LLP is an Atlanta-based insurance defense and commercial litigation firm. While at Mozley, Finlayson, Ms. Prinz represented a large commercial enterprise in the defense of personal injury claims filed by customers.

## **Current Business & Legal Affiliations**

- American Bar Association, Business Section, Health Law Committee Digital Health Sub-Committee Chair; Cyberspace Committee.
- American Health Lawyers Association, Health Information Technology Practice Group.
- ProVisors, San Jose II Chapter, Silicon Valley Mergers & Acquisitions Affinity Group, Silicon Valley Lawyers Affinity Group, East Bay Lawyers Affinity Group, Bay Area Information Technology Affinity Group ("BAIT").
- VC Taskforce, Life Sciences Series Chair (Digital Health) and Social Media Chair.

## **Professional Leadership and Service**

- VC Taskforce, Life Sciences Series Chair & Social Media Chair, Sponsorship Committee, Business Management Group, 2016-present.
- Executive Committee, High Tech Section, Santa Clara County Bar Association, 2014-2016.
- Advisory Board, Licensing Executives Society, Silicon Valley Chapter, 2009-2013.
- Programs Committee Chair and VoIP Committee Chair, American Bar Association, Science & Technology Section, 2007-2009.
- Cyberspace Committee, American Bar Association, Cyberspace Committee, 2003-present.
- Board of Directors, National Association of Women Business Owners, Silicon Valley Chapter, 2006-9.

- Subcommittee Chair, State Bar of California, Business Section, Cyberspace Committee, 2004-8.
- Fundraising Committee, TEN Center, 2007.
- Mentor, Women’s Technology Cluster (now ASTIA), 2007.
- Corporate IP Management Committee, Intellectual Property Owners Association, 2006.
- Co-Chair, Selma Moidel Smith Writing Competition, National Association of Women Lawyers, 2006.
- Copyright Committee of Intellectual Property Owners Association, 2004-5.
- Chair of Copyright Licensing Subcommittee, American Bar Association, IP Section, 2004-5.

## Publications

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

Author of “Managing the Risk of Blogging by Employees.”

Author, “Ask a Lawyer” Intellectual Property column on [www.lawyers.com](http://www.lawyers.com).

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

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

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

## Speaking Engagements

- Speaker, “Best Practices for Drafting SaaS Contracts & Managing SaaS Customer Relationships,” The Prinz Law Office, Webinar, October 8, 2019.
- Speaker, “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests,” Clear Law Institute, Webinar, August 9, 2019.
- Speaker, “Drafting Software Hosting Agreements: Service Availability, Performance, Data Security, Other Key Provisions” Strafford Publications, Webinar, July 25, 2019.
- Speaker, “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests,” Clear Law Institute, Webinar, May 6, 2019.
- Speaker, “Best Practices for Drafting Master Service Agreements & Managing the Service Relationship,” The Prinz Law Office, Webinar, March 8, 2019.
- Speaker, “Best Practices for Drafting SaaS Contracts & Managing SaaS Customer Relationships,” The Prinz Law Office, Webinar, February 19, 2019.
- Speaker, “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests,” Clear Law Institute, Webinar, February 8, 2019.
- Speaker, “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests,” Clear Law Institute, Webinar, October 26, 2018.
- Speaker, “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests,” Clear Law Institute, Webinar, June 11, 2018.
- Speaker, “Drafting Software Hosting Agreements for ASP and SaaS,” myLawCLE, Webcast, March 11, 2018.
- Speaker, “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests,” Clear Law Institute, Webinar, February 21, 2018.
- Speaker, “Drafting Software Hosting Agreements: Service Availability, Performance, Data Security, Other Key Provisions” Strafford Publications, Webinar, January 23, 2018.
- Speaker, “Negotiating Software as a Service Contracts,” Clear Law Institute, Webinar, January 17, 2018.
- Speaker, “Best Practices for Drafting SaaS Contracts that Reduce the Customer Sales Cycle & Avoid Disputes,” The Prinz Law Office, Webinar, October 26, 2017.

- Speaker, “Negotiating Software as a Service Agreements,” Clear Law Institute, Webinar, September 12, 2017.
- Speaker, “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests,” Stafford Publications, Webinar, August 8, 2017.
- Speaker, “Best Practices for Drafting SaaS Contracts that Reduce the Customer Sales Cycle & Avoid Disputes,” The Prinz Law Office, Webinar, March 24, 2017.
- Speaker, “Negotiating Service Level Agreement Key Terms,” Stafford Publications, Webinar, December 21, 2016.
- Speaker, “Negotiating Software as a Service Agreements,” Clear Law Institute, Webinar, December 19, 2016.
- Speaker, “Negotiating Software as a Service Agreements,” Clear Law Institute, Webinar, September 9, 2016.
- Speaker, “Negotiating Software as a Service Agreements,” Clear Law Institute, Webinar, May 6, 2016.
- Speaker, “Negotiating Software as a Service Agreements,” Clear Law Institute, Webinar, February 25, 2016.
- Speaker, “Negotiating Software as a Services Agreements,” Clear Law Institute, Webinar, November 2, 2015.
- Speaker, “Negotiating Software as a Service Contracts: Guidance for Corporate and Technology Counsel for Structuring Effective SaaS Agreements” Strafford Publications, Webinar, September 8, 2015.
- Speaker, “Negotiating License Agreements with Start-Ups,” Certified Patent Valuation Analyst Program, Webinar, July 31, 2014.
- Speaker, “Blog Law Developments,” Sunnyvale-Cupertino Bar Association, Holder’s Country Inn Cupertino, October 10, 2011.
- Speaker, “Licensing Tactics for University TTOs: How to Turn the Tables on Corporate Negotiators,” Webinar, May 31, 2011.
- Speaker, “What Every Business Owner Needs to Know About the Legal Risks of Blogging,” NAWBO Silicon Valley 5 o’clock Seminar, November 17, 2009.
- Speaker, “What Companies Need to Know About the Legal Risks of Blogging,” The Prinz Law Office, Webinar, September 9, 2009.
- Speaker, “Secrets to Launching an Effective Blog to Promote Your Business,” Prinz Law Management Consulting, Webinar, August 26, 2009.
- Speaker, “Developments and Trends in Blog Law,” State Bar of California Business Section, Cyberspace Committee, Teleconference, July 7, 2009.
- Panelist, “Starting a Solo Practice,” J. Reuben Clark Law Society, Palo Alto, CA, April 23, 2009.
- Panelist, “Rethinking the Boilerplate—How the Business Lawyer Should Address Data Issues in Standard Commercial Agreements,” Business Law Section Meeting, American Bar Association, Vancouver, British Columbia, Canada, April 17, 2009.
- Panelist, “Social and Professional Online Networking: Just What is Twitter, Linked In, Facebook, et.al?” Business Law Section Meeting, American Bar Association, Vancouver, British Columbia, Canada, April 16, 2009.
- Speaker, "Employee Blogs and Websites: Protect Yourself Against the Business and Legal Risks When Workers Go Online," American Features Syndicate teleconference, August 1, 2008.
- Speaker, "Employee Blogs and Websites: Protect Yourself Against the Business and Legal Risks When Workers Go Online," American Features Syndicate Teleconference, July 15, 2008.
- Speaker, “IP Panel Presentation on Biotech/ Pharma Processes,” PepTalk, Hotel Del Coronado, San Diego, January 11, 2008.
- Speaker, “Who is Watching Out for Your In-House Career: How a Professional Coach Can Help You Gain the Edge,” Association of Corporate Counsel Annual Meeting, Hyatt Regency Chicago, October, 31, 2007.
- Speaker, “*Verizon v. Vonage* and *Sprint v. Vonage*: A Tale of Two Patent Infringement Cases and Their Impact on the VoIP Industry,” State Bar of California Annual Meeting, Anaheim, September 29, 2007.
- Moderator, “Ethical Issues in Deployment of VoIP Systems: Client Record Gathering and Voice & Data Storage,” ABA Annual Meeting, San Francisco, August 11, 2007.

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

## **Education**

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

## **Bar Memberships**

- California, 2001
- Georgia, 1998