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The Prinz Law Office, *San Jose, CA, Principal*

2003-present

Ms. Prinz provides technical business law advice to the founders and executives of technology and life sciences start-ups and mid-market companies, as well as in-house legal departments of large companies, focusing on the fields of software/SaaS, AI, hardware, digital health/health technology, biotech/life sciences, and privacy/tech compliance. Ms. Prinz advises clients on business transactions with customers, licensees/licensors, resellers, suppliers & distributors, business partners, and buyers/sellers, primarily with respect to SaaS contracts, software licenses, digital health contracts, and other tech contracts. Her experience also includes tech and digital health reseller agreements, collaboration contracts, university licensing agreements, and AI contracts. Ms. Prinz also has an IP practice, where she manages trademark portfolios, negotiates patent and content licenses, and enforces intellectual property rights on behalf of clients, as well as a privacy law and compliance practice, where she advises clients on privacy and technology compliance issues and advises them on the drafting of privacy policies. 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, Central America, Europe, the United Kingdom, Australia, and New Zealand.

Pennie & Edmonds, *Palo Alto, CA, Senior Associate*

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 Palo Alto. While at Pennie, Ms. Prinz represented clients in the biotech, medical device, software, and semiconductor transactions space, and worked with start-up founders, middle-market executives, and the in-house departments of large companies world-wide on their IP licensing and transactional matters. 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. The firm closed its Palo Alto Office and ended all firm operations in December 2003.

Schnader Harrison Segal & Lewis, *Atlanta, GA, Associate*

1999-2000

Schnader Harrison Segal & Lewis was a Philadelphia-based firm, which had 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-stage companies. The firm closed its Atlanta Office following her departure in 2004 and ended all firm operations in 2023.

Bar Memberships

- California, 2001
- Georgia, 1998

Blogs

- Silicon Valley Software Law Blog, <https://siliconvalleysoftwarelaw.com>
- Silicon Valley Digital Health Law Blog, <https://siliconvalleydigitalhealthlaw.com>
- Silicon Valley IP Licensing Law Blog, <https://siliconvalleyiplicensinglaw.com>
- Silicon Valley Privacy Law Blog, <https://siliconvalleyprivacylaw.com>
- Silicon Valley Business Law Blog, <https://siliconvalleybusinesslaw.com>
- SaaS Contracts Law Blog, <https://saascontractslaw.com>
- Digital Health Contracts Law Blog, <https://digitalhealthcontracts.com>
- California Biotech Law Blog, <https://californiabiotechlaw.com>
- California AI Law Blog (coming soon at <https://californiaailaw.com>)
- AI Contracts Law Blog (coming soon at <https://aicontracts.com>)

Professional Recognition

- Super Lawyers 2024, 2025
- Fellow of American Bar Foundation

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

Educational Honors

- Phi Beta Kappa, Full-Tuition Founder's Academic Scholarship
- Pi Sigma Alpha (Political Science Honorary)
- Phi Sigma Iota (Foreign Language Honorary), Sigma Delta Pi (Hispanic Honorary)
- Senior Order (Furman Honorary)
- Elizabeth Staley Leadership Award (Furman Kappa Alpha Theta Chapter)

Current Business & Legal Affiliations

- American Bar Association, Business, Health, and Science & Technology Sections.
- ProVisors, Silicon Valley Virtual I Chapter (Group Leader, *launched Nov. 2024*). Also member of San Jose II Chapter, Silicon Valley Mergers & Acquisitions Affinity Group, Healthcare Advisors Affinity Group; Pacific Northwest Corporate Partnering Affinity Group, Silicon Valley Lawyers Affinity Group, East Bay Lawyers Affinity Group (Member since 2016).
- Silicon Valley Software Advisors Groups 1 and 2 (Founder, 2019, approximately 350 software advisor members nationwide and expanding).
- Life Sciences Advisors Group (Founder, 2021, approximately 150 life science advisor members nationwide and expanding).
- Chicago Technology Affinity Group (Member since 2020).

- American Health Lawyers Association, Health IT Practice Group.
- Georgia Bar Association, Privacy & Technology Section.

Professional Leadership and Service

- Silicon Valley Virtual I Group Leader, ProVisors, 2024-present.
- VC Taskforce, Life Sciences Series Chair & Social Media Chair, Sponsorship Committee, Business Management Group, 2016-2020.
- 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, Business Section, 2003-present.
- Cyberspace Committee, California State Bar Association, Business Section, 2005-2008.
- 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, "Managing the Legal Risks of Artificial Intelligence" (Published by *Consulting Psychology Journal* digitally @ <https://psycnet.apa.org/doiLanding?doi=10.1037%2Fcpb0000287>; paper publication still pending).
- Author of "Managing the Risk of Blogging by Employees," for the American Bar Association, Business Section, Cyberspace Committee.
- Author, "Ask a Lawyer" Intellectual Property column on 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.
- Author, "Ruling Brings to Light DMCA's Broad Scope," *New York Law Journal*, June 9, 2003.

Speaking Engagements

- Speaker, "Best Practices on Launching a Software Development Project," Webinar for ProVisors members, March 19, 2025.
- Speaker, "Member Engagement: How to Support Your Member in Achieving Successful Results within ProVisors," Group Leader Training Webinar, ProVisors, January 13, 2025.
- Speaker, "Negotiating SaaS Contracts," Webinar, Strafford, January 7, 2025.
- Speaker, "Drafting Privacy Policies for Devices with No User Interface-What Do You Do?" Advanced Internet of Things 2024: Deeper Dive, Practical Wisdom Program, Practicing Law Institute, October 9, 2024.
- Speaker, "Negotiating SaaS Agreements," Stafford Publications, Webinar, January 12, 2023.

- Speaker, “Potential Liability for Physicians Using Artificial Intelligence,” Crittenden Med. Insurance Conference, San Diego September 23, 2022.
- Speaker, “Drafting Digital Health Contracts,” Webinar, Los Angeles Lawyers and Legal Professionals Affinity Group, Provisors, August 12, 2022.
- Speaker, “Drafting Digital Health Contracts,” Webinar, Health Care Affinity Group, Provisors, April 5, 2022
- Speaker, “Best Practices for Negotiating and Drafting SaaS Agreements,” The Prinz Law Office Webinar, November 18, 2021.
- Speaker, “Negotiating SaaS Agreements: Key Contract Provisions and Protections,” Strafford Publications, Webinar, November 16, 2021.
- Speaker, “Best Practices in Negotiating, Drafting and Managing Sublicenses, Tech Transfer Central, Webinar, September 28, 2021.
- Speaker, “Best Practices for Drafting SaaS Contracts & Managing SaaS Customer Relationships,” The Prinz Law Office, Webinar, March 31, 2020.
- Speaker, “Negotiating SaaS Agreements: Drafting Key Contract Provisions, Protecting Customer and Vendor Interests,” Clear Law Institute, Webinar, March 23, 2020.
- Speaker, “Drafting & Negotiating SaaS Contracts: Best Practices for University Tech Transfer Offices, Tech Transfer Central, Webinar, December 10, 2019.
- Speaker, “Legal Developments Impacting the Software Industry 2019, The Prinz Law Office, Webinar, November 21, 2019.
- 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,” California State Bar Association, 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, 35th 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.