

Twelfth Annual Edith I. Spivack Symposium

Sponsored by the Committee on Women in the Law; Co-sponsored by Greenberg Traurig, LLP, Pryor Cashman LLP and the Antitrust Law Section

Monday, January 25, 2016

New York Hilton Midtown

1335 Avenue of the Americas, New York City
Regent Room, 2nd Floor | 9:00 a.m. to 4:15 p.m.

Award Luncheon | 1:15 p.m. to 2:15 p.m.

Networking Reception | 4:15 p.m. to 5:30 p.m.

Gibson Room, 2nd Floor

IMPORTANT INFORMATION

Under New York's MCLE rule, this program has been approved for 6 credit hours, 2.0 credits in Professional Practice, 2.0 credits in Law Practice Management and 2.0 in Ethics for all attorneys, both newly admitted and experienced.

Discounts and Scholarships: New York State Bar Association members and non-members may apply for a discount or scholarship to attend this program, based on financial hardship. This discount applies to the educational portion of the program only. Under that policy, any member of our Association or non-member who has a genuine basis of his/her hardship, and if approved, can receive a discount or scholarship, depending on the circumstances. Request for discount or scholarships must be received before January 13, 2016. For more details, please contact Kathy Baxter at the New York State Bar Association, One Elk Street, Albany, New York 12207 or kbaxter@nysba.org.

THE COMMITTEE ON WOMEN IN THE LAW PRESENTS

Calling All Women: Increasing Opportunities for Women Attorneys in Startup, Financial Services, and Tech Companies

Committee Chairs

Ellen G. Makofsky, Esq., Garden City
Ferve E. Ozturk, Esq., New York City

Program Chairs

Terri A. Mazur, Esq., New York City
Carol C. Villegas, Esq., New York City

Always wondered what tech lawyers do? Or how you could use your skills to secure a job at a hip startup, or in house at a financial services company? Lawyers play a variety of roles for these companies – from counseling the founder of a company, arranging funding from outside investors, to protecting intellectual property – and provide a host of other legal services. The Committee on Women in the Law is pleased to present a program that explores the opportunities that start-ups, financial services, and tech companies hold for women attorneys. This program will educate you on hot legal issues trending in these areas, and how to translate the skills you already have into landing a job or generating business with these types of companies. Our keynote speaker will provide a “big picture” overview of the roles women attorneys play in these industries, including increasing the participation of women attorneys, and challenges and obstacles that women face in these businesses.

9:00 a.m. – 9:20 a.m. Registration

9:20 a.m. – 9:30 a.m. Opening Remarks

Welcome

David P. Miranda, Esq., President, New York State Bar Association

9:30 a.m. – 9:55 a.m. Keynote Speech: *From Jeweler to Startup Law & Beyond: Etsy's Senior IP & Privacy Counsel's Path to the Top of an E-commerce Powerhouse*

Legal jobs at hip start-ups seem hard to come by and even harder to understand. What do these lawyers do? How do their roles change as a company moves from a tiny start up to a multinational public company? And what kinds of opportunities do these companies present for female attorneys? Sarah Feingold, Senior IP and Privacy Counsel at Etsy, who is also a jeweler, will provide a “big picture” overview of a startup's legal needs and the issues they regularly confront, as well as the roles women attorneys play at startups and how to use the legal (and other) skills you have to make your foray into the startup world. Ms. Feingold, the first in-house attorney and 17th employee at Etsy, has played an integral part in Etsy's global growth to a public company with more than 54 million members and more than a million shops selling nearly \$2 billion worth of goods in 2014. Ms. Feingold will discuss the various hats she wears as Senior IP and Privacy Counsel – including creating and implementing policies, negotiating substantial business agreements, policing and encouraging certain uses of Etsy's intellectual property, and even managing litigation. She will also address the challenges and obstacles that women face in both a startup and a thriving e-commerce business and inspire you with how she overcame challenges in her path to the top of an e-commerce powerhouse.

Sarah Feingold Esq., Senior IP and Privacy Counsel, Etsy, Inc.

9:55 a.m. – 11:10 a.m. *Everything You Always Wanted to Learn About Breaking Into Tech, Financial Services, & Startup Companies & Current Trends*

Our first panel features a dynamic group of female leaders in the startup, tech, and financial services worlds - including an attorney who specializes in financial services at JPMorgan Chase Bank, N.A., and an attorney who specializes in technology at AIG, as well as the CEO from healthy snack startup Peeled Snacks and the CEO of Queen of Raw, which provides the marketplace with innovative sustainable fabrics and raw design materials. The panelists will discuss the intersection of law and business and how both a legal perspective and a business perspective are important to success in these industries. The panelists will also discuss hot legal trends that permeate all three industries, including: cloud transactions, data privacy issues, angel funding and crowd funding, intellectual property issues, IPOs, corporate culture, providing effective counsel in an aggressive and changing regulatory environment, the need for expert legal advice in the digital space as customers shift to increased use of digital channels, development of processes to proactively assess emerging legal risks, working with outside counsel, and what CEOs look for when hiring a lawyer to represent them in these industries. These prominent women will also describe their own paths to the unique roles they now hold and practical strategies for how to get a foothold in these typically male-dominated industries.

Panelists:

Stephanie Benedetto, Esq. – CEO and Founder, Queen of Raw

Wendy Callaghan, Esq. – Associate General Counsel, AIG IT Law Department

Sally Mulligan, Esq. – Executive Director and Assistant General Counsel, JPMorgan Chase Bank, N.A.

Noha Waibsnider, MBA – CEO and Founder, Peeled Snacks

Moderators:

Terri Mazur, Esq. – Shareholder, Greenberg Traurig

Carol C. Villegas, Esq. – Partner, Labaton Sucharow LLP



11:10 – 11:25 a.m. Break

11:25 a.m. – 1:05 p.m. ***The Nuts and Bolts of Working with Startups and Tech Companies***

From small business startups to venture startups backed by outside investors to established technology companies, practitioners who work in the startup and tech industries will provide you with an overview of the legal issues they confront on a daily basis. They will focus on the often complicated issues involved with working for fast-paced enterprises dealing with high technology and new business ventures – preparation of corporate documents, employment issues, financial and investor issues, protection of intellectual property, legal issues surrounding sales and subscriptions to software, data privacy, and advising and partnering with your business team – including identifying and managing risks in proposals by your clients and understanding their needs and concerns. They will also address practical ways to translate the skills you already have into an opportunity to work in-house in these industries or as outside counsel, as well as opportunities and challenges facing women attorneys in technology and startup companies. Finally, the panel will address the skills needed to play a formative role in new businesses.

Panelists:

Meredith Gordon, Esq. – Senior Counsel, Strategic Partnerships and Alliances, salesforce.com, inc.

Marla Persky, Esq. – CEO of WOMN, LLP

Mario Kranjac, Esq. – Partner, Kranjac, Tripodi & Partners

Moderators:

Kathleen Lyons, Esq. – Vice President, Property & Casualty Business Management, Swiss Re America Holding Corporation

Rosary Morelli, Esq. – Partner, Morelli & Lasalle, LLP

1:15 p.m. – 2:15 p.m. Luncheon and Presentation of Kay Crawford Murray Award

2:30 p.m. – 4:10 p.m. ***Managing Ethical Obligations and Risks in the Representation of Financial Services, Startup & Tech Companies***

What are the current ethical issues faced by attorneys in tech, startups, financial services companies, and what are the best ways to counsel your clients while zealously representing their interests? In our third segment, experts in the field of Ethics and Professional Responsibility will review the applicable New York Rules of Professional Conduct and formal ethics opinions, and grapple with the ethical dilemmas that lawyers often confront in their representation of startup companies, such as determining when the attorney client relationship begins and defining the scope of representation. They will also address respecting the boundaries of the multiple roles that attorneys often play in startup, financial services, and tech companies. For lawyers representing financial services companies, they will discuss confidentiality issues, conflicts of interest, corporate codes of conduct, global compliance and ethics policies and procedures, overseeing internal ethics investigations, and the risks to lawyers of clients facing parallel investigations. The panel will also discuss the ethical ramifications of the recent “Yates Memo” from the U.S. Department of Justice’s Deputy Attorney General Sally Quillian Yates, which announced a policy to target high-level executives involved in corporate misconduct for criminal prosecution and civil sanctions.

Panelists:

Emma Deacon, Esq. – Ethics Officer, Citigroup, Inc.

Janis M. Meyer, Esq. – Partner, Hinshaw & Culbertson LLP

Moderators:

Sheryl Galler, Esq.

Rosalie S. Walters, Esq.

4:10 p.m. – 4:15 p.m. Closing Remarks

4:15 p.m. – 5:30 p.m. Networking Reception



Accommodations for Persons with Disabilities: NYSBA welcomes participation by individuals with disabilities. NYSBA is committed to complying with all applicable laws that prohibit discrimination against individuals on the basis of disability in the full and equal enjoyment of its goods, services, programs, activities, facilities, privileges, advantages, or accommodations. To request auxiliary aids or services or if you have any questions regarding accessibility, please contact Kathy Heider at kheider@nysba.org.



For overnight room accommodations, please call the New York Hilton Midtown at 1-800-445-8667 and identify yourself as a member of the New York State Bar Association. Room rates are \$260.00 for single/double occupancy. Reservations must be made by Monday, December 21, 2015. You also can reserve your overnight room on the web at www.nysba.org/am16accomm.



For questions about this specific program, please contact Kathleen Baxter at kbaxter@nysba.org. **For registration questions only, please call 1-800-582-2452. Registration forms can be faxed to 518-463-5993.**

NEW YORK STATE BAR ASSOCIATION



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