



Business Startups

Working with an early-stage venture can be an exciting, challenging, and creative experience. Leading Oregon venture capitalists and expert attorneys will help you navigate the critical issues facing startup and early-stage companies.

At this program you will learn:

- ▶ How to successfully work with startups
- ▶ Deconstructing the venture capital term sheet
- ▶ How crowdfunding may revolutionize financing
- ▶ What's hot, what's not in VC investment in Oregon
- ▶ Choosing the best corporate entity for your client
- ▶ The essential employment contracts and agreements every startup requires
- ▶ Strategies on IP negotiating, from demand to settlement
- ▶ How the JOBS Act has changed the landscape of private equity raises
- ▶ And much more...

Friday, March 7, 2014

Ambridge Event Center
1333 NE Martin Luther King Jr. Blvd.
Portland, Oregon

6.5 General MCLE Credits

SCHEDULE

- 8:00 a.m. CHECK-IN AND CONTINENTAL BREAKFAST
- 8:30–9:15 **Protecting Intellectual Property**
- Review of the top ten new cases that alter strategies on how you look at intellectual property transactions and disputes
 - Discover strategies on negotiating from demand to settlement
 - Review of data on intellectual property disputes and outcomes
– *Martin F. Medeiros II*
- 9:15–10:00 **Mounting Up and Leaving the Gate with the Essentials of Employment Law**
- Use of and principles for employee handbooks
 - What contracts and agreements do I need?
 - Employment-at-will and other basic essentials
– *Richard F. Liebman*
- 10:00–10:15 BREAK
- 10:15–11:00 **Working With Startups: Challenges and Opportunities**
- Finding startup clients
 - Attorney-client relationships
 - Alternative fee structures and when to take equity in a startup client
 - Challenges in working with first-time entrepreneurs
 - Connecting startup clients with other key advisors
– *Moderator: Joshua W. Smith*
– *Matt Compton*
– *Josh Friedman*
– *Michael C. Phillips*
- 11:00–11:45 **Deconstructing the Venture Capital Term Sheet**
- Negotiate valuation, liquidation preferences and other economic terms by thinking like an investor
 - Review typical deal points relating to investment protection
 - Learn about provisions that venture capitalists use to facilitate an exit from their investments
– *Neil Nathanson*
- 11:45–1:00 LUNCH (on your own)
- 1:00–1:45 **Corporate Formation and Entity Selection Considerations**
- Liability protection
 - Taxation
 - Co-founders and other equity participants
 - Fundraising
– *Jerry F. Carleton*

SCHEDULE (cont.)

- 1:45–2:30 **Venture Capitalist Panel**
- VC investment in Oregon—what’s hot, what’s not
 - Current trends in investment vehicles, structures, and strategies
 - Due diligence—approaches, areas of emphasis, tips and tricks
 - Keys to working successfully with attorneys and entrepreneurs on financings
 - Legal issues to watch for before, during, and after investing
 - The investments that do—and don’t—pay off in Oregon
 - **Moderator: Eric Rosenfeld**
 - **Diane Fraiman**
 - **Michael A. Kaplan**
 - **Cheryl Krane**
 - **Tom Sperry**
 - **Dino Vendetti**
- 2:30–2:45 BREAK
- 2:45–3:30 **Crowdfunding: The Sirens’ Song**
- Types of crowdfunding
 - Equity crowdfunding compliance Issues
 - Practical issues: will equity crowdfunding be the next SCOR?
 - **Jon R. Summers**
- 3:30–4:15 **Securities Compliance: What You Need to Know**
- Laws that regulate how you can raise money, and who can help you
 - Common exemptions that allow you to raise money without an IPO
 - The JOBS Act and the changed landscape of private equity raises
 - **Mary P. Hull**
 - **James M. Kearney**
- 4:15 p.m. ADJOURN

PROGRAM FACULTY

Jerry F. Carleton
Immix Law Group PC

Matt Compton
ShopIgniter

Diane Fraiman
Voyager Capital

Mary P. Hull
Stoel Rives LLP

Michael A. Kaplan
*Lewis & Clark College Center
for Entrepreneurship*

James M. Kearney
Stoel Rives LLP

Cheryl Krane
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Tom Sperry
Rogue Venture Partners

Jon R. Summers
White Summers Caffee & James

Dino Vendetti
Seven Peaks Ventures

Jere M. Webb
*Program Co-Planner
Stoel Rives LLP*

LIVE PRESENTATION

Portland – March 7, 2014
Ambridge Event Center
1333 NE MLK Jr. Blvd.

MCLE CREDIT
Business Startups will receive
6.5 General MCLE Credits.

PROGRAM PRODUCTS

Even if you cannot attend, you can still get the program on CDs or DVDs. Use the order form in this brochure to order your set today! OLI Annual Passholders may purchase OLI program products at 50% off the full retail price.

QUESTIONS?

Please call OLI at (503) 768-6580 in Portland or toll-free in Oregon at (800) 222-8213, e-mail us at oli@lclark.edu, or visit our website at <http://go.lclark.edu/oli>.

REGISTRATION / ORDER FORM

Business Startups

Friday, March 7, 2014

Name _____ OSB No. or Profession _____

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Please "✓" appropriate box:

TUITION

Registration includes electronic course materials. Print materials are available for an additional \$15.00.
(A link to a PDF of the materials will be emailed prior to the seminar day.)

- \$189 Early registration (received by March 3, 2014)
- \$139 New attorneys (admitted 2011–2013) and legal staff (received by March 3, 2014)
- \$95 Legal aid attorneys (received by March 3, 2014)
- \$15 OLI Passholder (OLI Pass No. _____) and Oregon judges and their lawyer staff (received by March 3, 2014)
- \$15 Print materials
- \$20 **Add to above tuition if registration received after March 3, 2014**

LIVE WEBCAST REGISTRATION

This program will be broadcast LIVE over the internet on Friday, March 7, 2014, starting at 8:30 a.m. Pacific Time. You may access this event from anywhere with an established internet connection. The webcast will include video and audio of the speakers and seminar handout materials — all on your computer! To register for the live webcast, please click [here](#) or go to our website at <http://go.lclark.edu/oli> and click on "Webcasts."

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- \$209 Audio CDs and print course book
- \$309 DVDs and print course book
- \$59 Print course book only
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- \$7.00 Note: Add \$7.00 shipping & handling fee to above product orders.**

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...or fax (503-768-6585) or e-mail
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OLI, including credit card information.

CONFIRMATION: Confirmation will be sent via e-mail.

CANCELLATION POLICY: Tuition minus a \$20 handling charge will be refunded if the cancellation request is written and received by Monday, March 3, 2014.

NEED ASSISTANCE: If you are a person with a disability, please let OLI know in time to make any necessary accommodations for you.

TUITION ASSISTANCE: A limited number of scholarships are available based on financial need. Contact OLI.

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