

# Le[a]d Better



Supporting gender equality in business leadership by providing startups that have women founders or women senior executives with greater access to the legal services and the networks needed to launch, grow and effectively lead thriving companies.

## PORTFOLIO OF SERVICES

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## PORTFOLIO SERVICE AREA OVERVIEW



### Emerging Companies & Venture Capital

Perkins Coie provides timely and valuable business-oriented legal services for emerging growth companies. Our practice offers one of the premier legal resources in the nation for entrepreneurial companies in high-growth industries. These companies need to act quickly to take advantage of rapidly changing markets, and they face significant financial, management, regulatory and competitive challenges as they grow. They need smart, practical, committed legal advisors with the experience and the business sense to provide efficient corporate counsel and the creativity to address the challenges posed by emerging and disruptive technologies and industries.

#### Project and Task Focus Areas

- » Venture capital, angel and debt financing
- » Corporate formation and equity issuances
- » General business counseling
- » Venture capital fund formation
- » Mergers and acquisitions
- » Corporate governance advice

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#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a 15% discount off of standard hourly rates for a limited period of time for Emerging Company & Venture Capital services under Le[a]d Better, or you may be eligible for the following AFAs:

##### Fee Caps

Work is performed at hourly rates up to an agreed-upon amount for a specific engagement or for an agreed-upon period of time

##### Fixed Fee

One set price for a specific engagement or portfolio of work, which typically works well when there is a predictable flow of relatively standardized engagements

## PORTFOLIO SERVICE AREA OVERVIEW



### Intellectual Property - Patent Prosecution

Inventors, entrepreneurs and innovators turn to Perkins Coie's Patent practice for advice on how to protect their inventions and ideas. Our patent attorneys are particularly skilled in successfully preparing and prosecuting patent applications in anticipation of licensing opportunities and potential litigation. Many of our practitioners have significant industry experience as practicing engineers or scientists, or hold advanced degrees in their technical fields. Several of our attorneys are former patent examiners at the U.S. Patent & Trademark Office, or worked as in-house patent counsel at Fortune 500 corporations before entering private practice. With more than 225 patent prosecutors, litigators and agents who work together to meet all of our client's patent needs, Perkins Coie is particularly skilled at providing counsel related to IP portfolio development and management.

#### Project and Task Focus Areas

- » Provisional Patent Application - Domestic
- » Patent Prosecution - Domestic
- » Non-provisional Patent Application - Domestic and International
- » Patent Prosecution - International

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#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a discount off of standard hourly rates for a limited period of time for Patent Prosecution services under Le[a]dBetter, or you may be eligible for the following AFAs:

##### \*Tiered Fixed Fee

Work is performed on a low-medium-high basis depending on the complexity of the work

##### Fixed Fee Portfolio

One set price for a portfolio of patent prosecution work

##### Fixed Fee Menu

One set price for each task or phase in a patent prosecution transaction

\*Key factors that impact tiered fixed fee estimates for patent prosecution services:

- » Complexity of the technology involved
- » Filing strategy (U.S. and/or foreign filings)
- » Expertise and level of involvement of the company's internal staff
- » Extent to which outside counsel will be relied upon in the preparation of documents and filings

## PORTFOLIO SERVICE AREA OVERVIEW



### Intellectual Property - Trademark & Copyright

A company's trademarks and copyrights are among the most important aspects of its brand. Perkins Coie's Trademark, Copyright, Media & Brand Protection practice works closely with clients to identify and protect the integrity of their brands to ensure they distinguish themselves from their competitors. In the area of trademarks, we focus on all aspects of domestic and international trademark work, including counseling, clearing trademarks for use, registration, licensing and enforcement. Our team carefully manages more than 20,000 trademark filings and registrations for more than 950 clients in 150 countries across many industries. We have registered more than 2,300 trademarks in the last two years. In addition, we have significant experience with domain name disputes and other Internet-related issues, as well as enforcement of intellectual property rights.

#### Project and Task Focus Areas

- » Defensive Preliminary Searches
- » Filing Applications
- » Acceptances and Registrations
- » Renewals

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#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a discount off of standard hourly rates for a limited period of time for Trademark & Copyright services under Le[a]dBetter, or you may be eligible for the following AFAs:

##### Fixed Fee Menu

One set price for each task or phase in a trademark or copyright filing

##### Fixed Fee Portfolio

One set price for a portfolio of trademark and copyright work

## PORTFOLIO SERVICE AREA OVERVIEW



### Technology Transactions & Privacy - Commercial Contracts

Our Commercial Contracts lawyers have substantial experience helping emerging growth companies prepare complex commercial contracts and agreements to structure, negotiate and document a wide variety of arrangements to acquire, develop, protect and distribute technologies, both domestically and internationally. Each year, we prepare hundreds of agreements, including joint ventures, collaboration, development and distribution, IT outsourcing, business process outsourcing, cloud computing, IP consulting and development and open source, among others.

#### Project and Task Focus Areas

- » Initial consultation/assessment
- » Privacy policy assessment and training
- » Commercial contracts
- » Open source assessment and training

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#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a 15% discount off of standard hourly rates for a limited period of time for Commercial Contracts services under Le[a]dBetter, or you may be eligible for the following AFAs:

##### Tiered Fixed Fee

Work is performed on a low-medium-high basis depending on the complexity of the contract

##### Fixed Fee

One set price for a specific engagement or portfolio of work, which typically works well when there is a predictable flow of relatively standardized engagements

##### Fixed Fee Portfolio

One set price for a portfolio of contracts

##### Monthly Retainer

Client pays a standard monthly fee for defined, routine work

\*Key factors that impact tiered fixed fee estimates for licensing & technology services:

- » Complexity of the company's business and related issues
- » Scope and complexity of the contract and the parties involved
- » Expertise and level of involvement of the company's internal staff
- » Extent to which outside counsel will be relied upon in the preparation of documents

## PORTFOLIO SERVICE AREA OVERVIEW



### Technology Transactions & Privacy - Product Counsel

We share our clients' passion for innovation and new technologies. We are tech-savvy early adopters of new technologies, which helps us quickly understand how technology works and the legal issues that need to be addressed. To stay at the top, startups experiencing high growth need to be nimble and fast. Our team has handled numerous product launches related to hardware/physical devices and software applications and has handled numerous product launches in the mobile, cloud computing, Internet of Things, augmented and virtual reality, Blockchain technology and entertainment spaces. We have provided advice related to privacy and data security, payment systems, online advertising, biometrics, voice chat integration, political advertising, mapping technologies, marketplace apps, fiber optic cables, text messaging services, gaming consoles, online pharmacies and social media services, just to name a few. We can manage all of the legal issues surrounding your launch or we can serve as an extension of your team, working on discrete tasks. Because we do this work all the time, we know how to staff the work to meet tight timelines while remaining considerate of your budget.

#### Project and Task Focus Areas

- » Advertising counsel
- » Antitrust and unfair competition review
- » Contests, promotions and sweepstakes
- » Commercial contracts
- » Regulatory counseling
- » Product liability counseling
- » Privacy and data security counseling
- » Consumer protection counseling

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#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a 15% discount off of standard hourly rates for a limited period of time for Technology Product Counsel services under Le[a]dBetter, or you may be eligible for the following AFAs:

##### Fixed Fee Portfolio

One set price for a portfolio of projects that relate to the same task

##### Fixed Fee

One set price for a specific engagement or portfolio of work, which typically works well when there is a predictable flow of relatively standardized engagements

##### \*Tiered Fixed Fee

Work is performed on a low-medium-high basis depending on the complexity of the project

\*Key factors that impact tiered fixed fee estimates for real estate services:

- » Complexity of the company's product assessments
- » Scope and complexity of the complex commercial agreement and the parties involved
- » Expertise and level of involvement of the company's internal staff
- » Extent to which outside counsel will be relied upon in the preparation of documents

## PORTFOLIO SERVICE AREA OVERVIEW



### Regulatory Counseling & Defense

Some founders, despite their comfort level and expertise within an industry, may not have a solid grasp on the scope of laws and regulations affecting a startup's operations. Therefore, it is often helpful for early-stage entrepreneurs to assemble a team of specialists who can provide guidance early on so as to avoid regulatory headaches and disruptions to a business later on. Our Regulatory Counseling & Defense team helps startups spot legal issues in connection with branding and advertising campaigns and product development, labeling and packaging. We provide risk management legal advice to help startups navigate the various layers of complicated laws and regulations and position them to avoid costly and damaging pitfalls related to government investigations, consumer litigation, internal investigations, supplier relations, and public relations challenges, among other areas. We also defend companies accused by consumers, competitors or regulatory agencies of violating these laws.

#### Project and Task Focus Areas

- » Advertising, marketing and product labeling counsel
- » Regulatory compliance
- » Litigation avoidance counsel

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#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a 15% discount off of standard hourly rates for a limited period of time for Regulatory Counseling & Defense services under Le[a]dBetter, or you may be eligible for the following AFAs:

##### Monthly Retainer

Client pays a standard monthly fee for defined, routine work

##### Fixed Fee Portfolio

One set price for a portfolio of product counsel-related work



## PORTFOLIO SERVICE AREA OVERVIEW



### Employee Benefits and Executive Compensation

Structuring benefits and compensation packages to attract, motivate and retain key contributors can be a challenge for many emerging companies. Similarly, equity in an early stage company often has little or no immediate value. Our employee benefits and executive compensation lawyers look beyond what is and envision what can be. We regularly structure compensation packages for early contributors who have an opportunity to receive substantial rewards through stock appreciation as the company grows. As a startup's revenues and profits scale, we are often called upon to help navigate federal and state statutes regulating benefits (including ERISA), draft benefits contracts, and provide comments and advice for structuring compensation arrangements from beginning to end. We make sure that our client's requirements, philosophy and subject matter experts are appropriately involved at all stages of the process. We draft all aspects of applicable plan documents and service provider agreements, and are actively involved in all aspects of benefits communications.

#### Project and Task Focus Areas

- » Initial Consultation
- » Executive Compensation Arrangements
- » Equity Incentive Plans
- » Employee Benefits Plans

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#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a 15% discount off of standard hourly rates for a limited period of time for Employee Benefits and Executive Compensation services under Le[a]dBetter, or you may be eligible for the following AFAs:

##### Fixed Fee

One set price for a specific engagement, which typically works well when there is a predictable flow of relatively standardized engagements

##### \*Tiered Fixed Fee

Work is performed on a low-medium-high basis depending on the complexity of the contract

\*Key factors that impact tiered fixed fee estimates for employee benefits and executive compensation services:

- » Complexity of the company's business and related issues
- » Scope and complexity of executive compensation arrangements
- » Expertise and level of involvement of the company's internal staff
- » Extent to which outside counsel will be relied upon in the preparation of documents and filings

## PORTFOLIO SERVICE AREA OVERVIEW



### Labor & Employment

Entrepreneurs tend to focus heavily on securing financing and developing their products, but often neglect areas like labor and employment, that, if ignored, can negatively impact their businesses as the company grows. Addressing human resources issues should be one of the initial key considerations for startups. Our Labor & Employment lawyers regularly advise emerging growth companies on the full spectrum of employment issues, including employee discipline and background investigations, trade secret and noncompetition agreements, wage and hour and worker classification compliance, commission plans, unfair competition issues and instituting policies and procedures that comply with applicable federal, state and local employment laws and regulations, like workplace privacy and sexual harassment policies, among other areas.

#### Project and Task Focus Areas

- » Preparation of basic offer letter (flat fee task)
- » Employee handbook review and drafting
- » Classification of employees as exempt or non-exempt
- » Review of independent contractor vs. employer
- » Preparation of employment agreement
- » Review of applicable wage/hour laws and compliance issues

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#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a 15% discount off of standard hourly rates for a limited period of time for Labor & Employment services under Le[a]dBetter, or you may be eligible for the following AFAs:

##### Fixed Fee

One set price for a specific engagement or portfolio of work, which typically works well when there is a predictable flow of relatively standardized engagements

##### Monthly Retainer

Client pays a standard monthly fee for defined, routine work

## PORTFOLIO SERVICE AREA OVERVIEW



### Real Estate

Negotiating a lease for your startup's office or facility can be challenging. Careful review and negotiation are important to ensure that you get the lease you need. Perkins Coie's Real Estate team provides startup company clients with comprehensive range of real estate services, including leases. Perkins Coie's real estate team has the depth and diversity of experience to address a wide variety of commercial real estate lease provisions, including those related to contract term, regulatory compliance, sustainability, limitations on the tenant's and landlord's liability, operating expenses and exit terms. Our real estate attorneys also advise clients on the entire range of ancillary issues that may arise in real estate transactions, including tax, environmental and bankruptcy matters.

#### Project and Task Focus Areas

- » Lease agreement review and negotiation

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#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a 15% discount off of standard hourly rates for a limited period of time for Real Estate services under Le[a]dBetter, or you may be eligible for the following AFAs:

##### Fixed Fee Portfolio

One set price for a portfolio of real estate contracts

##### \*Tiered Fixed Fee

Work is performed on a low-medium-high basis depending on the complexity of the lease

##### Fixed Fee

One set price for a specific engagement or portfolio of work, which typically works well when there is a predictable flow of relatively standardized engagements

\*Key factors that impact tiered fixed fee estimates for real estate services:

- » Complexity of the company's real estate portfolio
- » Scope and complexity of the lease agreement and the parties involved
- » Expertise and level of involvement of the company's internal staff
- » Extent to which outside counsel will be relied upon in the preparation of documents

## PORTFOLIO SERVICE AREA OVERVIEW



### Trust and Estate Planning

Startup company founders and executives often don't have time to consider the importance of estate planning until they are faced with an influx of cash due to a timely exit or an IPO. Our Personal Planning group works with families, high-net-worth individuals and newly minted millionaires who need professional financial advice, helping them define and meet their financial and estate planning needs. We provide specialized planning for entrepreneurs and the investors who fund their visions. The planning may involve managing financial resources through the strategic use of trusts, gifts, sales and other income- and wealth-transfer devices, particularly before a liquidity event. We also implement philanthropic goals while minimizing income, gift and estate taxes.

#### Project and Task Focus Areas

Estate planning	Succession plans
Planning for entrepreneurs and executives	Charitable trusts and private foundations
Fiduciary and investment services	Probate and trust administration

#### Other Fee Arrangement Options for this Service Area

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. Qualifying participants may be eligible for a 15% discount off of standard hourly rates for a limited period of time for Trust & Estate Planning services under Le[a]dBetter, or you may be eligible for the following AFAs:

##### \*Fixed Fee Portfolio

One set price for a specific engagement, which typically works well when a basic estate plan is desired

##### Fee Caps

Work is performed at hourly rates up to an agreed-upon amount for a specific engagement or for an agreed-upon period of time.

##### \*Tiered Fixed Fee

Work is performed on a low-medium-high basis depending on the scope and complexity of the client's individual planning needs

\*Key factors that impact fixed fee estimates for trust and estate planning services:

- » Client's family situation
- » Complexity and location of client's assets
- » Life insurance analysis
- » Scope and complexity of the documents needed or desired for estate plan
- » Need for local counsel if client has assets in states/countries other than state of residence