
Location:

Motif Seattle
Seattle Ballroom
1415 Fifth Ave.
Seattle, WA 98101

Cost:

\$100 prepay online; \$125 at the door.

Credits:

This seminar has been pre-approved for 5.25 general CLE credit hours in Washington.

Questions? Contact:

[Heidi Haslip](#), 206.223.5496

Topics

Corporate, Securities and M&A

Startups & Emerging Companies

Employment

Business

Intellectual Property

Related People

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December 2, 2015 Event / CLE

Second Annual Startups and Emerging Companies Seminar: The Startup Journey — Idea to Exit

[Lane Powell Seminar | Seattle](#)

Please Join Us for the Startup Journey!

We have joined forces with Puget Sound Business Journal to present our second annual seminar geared toward entrepreneurs, startups and emerging-growth companies at Motif Seattle on Wednesday, December 2. The seminar will be focused on the startup journey from idea to exit!

New this year:

- John Gabbert, Founder and CEO of PitchBook Data, Inc., will serve as the keynote speaker during lunch and provide insight on his startup journey;
- Each attorney will partner with a presenter from the business community to maximize the utility and practicality of the presentations;
- In response to the clear fan-favorite from last year's seminar, the investor panel discussion has been extended to provide even more helpful insights from the local investment community; and
- There will be a networking event following the seminar with complimentary beverages and hors d'oeuvres at Motif's Frolik Kitchen + Cocktails, which will provide attendees with an opportunity to socialize and gain additional access to the presenters and investors.

Agenda:

9:40 – 10 a.m. Registration

10 – 10:10 a.m. Welcome and Introduction

10:10 – 10:50 a.m. A Paper Fortress: Essential IP Strategies for Startups

Related Practices & Industries

Business

Business Transitions

Corporate, Securities and M&A

Labor, Employment & Benefits

Litigation

Startups & Emerging Companies

Gregory F. Wesner and Kevin Jablonski, Lane Powell PC, and Kevin Cranman, Ericsson

There will always be someone bigger, faster and better funded. Your best protection against these foes is a protective fortress of intellectual property rights. It is literally the first thing a startup should consider, and we will show you how to build the right protection at the right price.

10:50 – 11:30 a.m. Naming Matters

Frances M. Jagla, Lane Powell PC, and Wendy Wheeler-Jacobs, Addison Whitney

Learn how companies address their corporation and product naming issues. We'll investigate the spectrum from name development to the clearance, protection and enforcement of your trademark rights, because naming matters.

11:30 a.m. – 12 p.m. Lunch

Lunch will be provided.

12 – 12:40 p.m. Keynote Presentation: PitchBook — The Startup Journey

Keynote Speaker: John Gabbert, Founder and CEO of PitchBook Data, Inc.
The PitchBook platform delivers powerful insights about global M&A, private equity and venture capital transactions, along with companies, investors, funds, limited partners and executives involved. During his presentation, John will provide a glimpse into his company's successful journey.

12:40 – 1:20 p.m. Raising Capital: Offering Compelling Terms for Investors ... Without Giving Away the Farm

Patrick J. Franke, Lane Powell PC, and Kristina Bergman, Ignition Partners
Raising money is never easy, but there are ways to reduce deal friction and to make your company stand out from the other offerings that investors are considering. We will reveal some of these secrets.

1:20 – 2 p.m. Finding and Keeping Your Key Employees

D. Michael Reilly, Lane Powell PC, and Jean Marie Casper, Master Builders Association

Startups cannot afford to make hiring "mistakes" or lose key employees. This presentation will outline: how to make your startup a hiring magnet, effective retention strategies and perks that work for

employees of startups. Checklists and forms will be provided with the presentation.

2 – 2:10 p.m. Break

2:10 – 2:45 p.m. Negotiating With 800-pound Gorillas

Steven B. Winters, Lane Powell PC, and Hank Thompson, Aviation Partners

We will discuss strategies for surviving and achieving (small) victories in contract negotiations with massively larger companies.

2:45 – 3:15 p.m. Preparing for Exit

Brian B. DeFoe, Lane Powell PC, and Cameron Hewes, Greene Holcomb Fisher

The decisions you've made as an owner will affect your options as you look to exit the business and reap the rewards of your efforts. Join us as we discuss the pros and cons of common exit events, ways of addressing frequent acquirer concerns, and what you can do at startup to maximize your likelihood of achieving a successful transition for your established business.

3:15 – 4 p.m. Investor's Panel

Moderator: Frank Paganelli, Lane Powell PC

Panelists: Edith Dorsen, Women's Venture Capital Fund; Mukund Mohan, Microsoft Ventures; and Kevin Ober, Divergent Ventures

Startups and Emerging Companies Partner Frank Paganelli will moderate a probing discussion with three of the Pacific Northwest's most experienced venture capitalists.

4 p.m. Happy Hour at Motif's Frolik Kitchen + Cocktails

There will be a networking event following the seminar with complimentary beverages and hors d'oeuvres, which will provide attendees with an opportunity to socialize and gain additional access to the seminar's presenters and investors.