



**VENABLE LLP – YOUR PARTNER NAVIGATING THE MEDIA AND TECHNOLOGY INDUSTRY**

The economy may have faltered. But, the demand for technology to meet daily operations, deliver services, and produce results for corporations never stops, even while budgets are shrinking, platforms are evolving, and management is being asked to respond faster.

Today, technology has become an integral component of not only the products and services that companies offer, but the way they conduct their own business operations.

Venable is at the forefront of the business technology revolution, bringing together a team of attorneys that understands your business and provides solutions as innovative as the product and services you are providing your customers.

Venable has created a firm with a broad array of practice groups, with experienced and renowned practitioners and insiders one would expect to find at smaller boutique firms. This unique collection of talent and experience allows Venable to view and approach its clients' needs from a holistic, 360 degree perspective.

**VENABLE SNAPSHOT**

More than 500 lawyers in seven offices

American Lawyer's *AmLaw 100*

129 practice groups ranked, "Best Law Firms" U.S. News Media Group/Best Lawyers<sup>®</sup> 2011-2012

64 attorneys and 30 practice areas ranked *Chambers USA 2012*

Counsel to 38 of the Fortune 100

**ACC ANNUAL SPEAKER LINE-UP**

**Bobby N. Turnage, Jr.**

*Security Breach! What Should You Have Done Before? What Should You Do Now?*  
October 1 | 2:30 p.m. – 4:00 p.m.

**Armand J. (A.J.) Zottola**

*Software as a Service and Cloud Computing: What Are They and What Should You Watch Out For?*  
October 2 | 9:00 a.m. – 10:30 a.m.

**James E. Nelson**

*Technology Primer for the Non-Tech Lawyer*  
October 2 | 11:00 a.m. – 12:30 p.m.

**Dismas Locaria**

*Best Practices for Managing Federal Funding and Government Contracting*  
October 2 | 2:30 p.m. – 4:00 p.m.

**Emilio W. Cividanes**

*Privacy for the Neophyte: Introduction to Global Privacy Issues*  
October 2 | 4:30 p.m. – 6:00 p.m.

**Managing challenging economic times and maximizing opportunities**

In this changing economic environment, it is critical to keep abreast of our clients needs to help them conduct their business while taking advantage of opportunities. We stay close to our clients by partnering with them, not only on particular legal projects, but also through training and pro bono projects that help us mutually strengthen our organizations while getting to know our client needs and concerns. At Venable, we are proud that our clients come to us to solve their most complex legal issues, relying not only upon the knowledge and skills of our attorneys, but also on our unwavering commitment to delivering outstanding service. It is this combination that enables Venable attorneys to deliver counsel that is grounded in the reality that matters most – that of our clients.

**Washington Know-how**

Venable knows the Washington regulatory arena inside and out. We understand government agencies and the officials who run them. Many of our attorneys and legislative advisors previously distinguished themselves in senior roles in federal and state governments. When it comes to regulatory compliance, we use our extensive experience, both inside and outside the government, to deliver exceptionally well-informed strategic advice and pragmatic legal solutions. We help clients comply with complex regulations and avoid government inquiries. Should it become necessary, we work with them throughout the course of government investigations. Our experience enables us to move quickly to prevent matters from turning into formal enforcement actions. Across a wide range of industries and issues, Venable provides strategic counsel at the place where business, policy, and government regulations intersect.

## HONORS AND AWARDS

Top ranked in *Chambers USA* 2012



Ranked in 2012 *U.S. News-Best Lawyers* "Best Law Firms"



First Tier, National Advertising

Ranked among the nation's top firms for Technology: Transactions and Outsourcing in *Legal 500*



*U.S. News-Best Lawyers* 2011-2012 "Law Firm of the Year" in Advertising Law

Tier 1 Advertising Law (National)

Tier 1 Advertising Law (DC)

Tier 1 FDA Law (DC)

Tier 1 Intellectual Property Litigation (DC)

Tier 1 Technology Law (National)

Tier 1 Technology Law (Baltimore)

Tier 1 Technology Law (DC)

## PRACTICE OVERVIEWS

Venable attorneys share a wealth of experience in a variety of practice areas, including the following marquee practices.

### Privacy

For every major corporation, data privacy and security loom as critical elements of risk management. While other law firms are assembling teams to address some of the issues, no other firm has the type of experienced team we have – one that is already providing coordinated solutions to the business, operations and legal aspects of gathering and protecting information about consumers, customers, employees and others.

- ◆ Our expertise is reinforced by hands-on operational experience.
- ◆ When trouble strikes, we know how to deal with it.
- ◆ Because data privacy is a global issue, we operate globally.

Our combined experience – mastering the intricacies of compliance with a maze of federal laws, defending clients in regulatory actions and guiding the data and privacy aspects of corporate mergers and alliances like this enables us to respond quickly when new issues arise in any client's business.

### Technology Transactions and Outsourcing

Venable has a team of dedicated attorneys practicing at the convergence of technology and business. Our technology transactions attorneys combine extensive knowledge of the underlying laws with vast practical experience in a variety of technologies and industries – a combination that provides valuable business and legal guidance as clients exploit their intellectual property and technology assets in their business and strategic relationships. Many Venable attorneys have prior industry experience as engineers, programmers, scientists, industry consultants and reviewers (hardware and software).

### Government Contracts

Venable has one of the largest government contract teams in the country. Led by some of the leading practitioners in this area, most of whom have served in the government and know the issues, as well as the challenges, faced during contract award and administration processes.

Our clients range from the largest defense contractors in the world to small, entrepreneurial companies. We represent clients whose primary customer is the government, as well as those companies that are looking to find new markets within the government space. We are committed to developing relationships with our clients on a proactive basis, creating strategic plans and managing legal solutions that identify and cure potential problems before they occur. This approach is not only smart, but is efficient and cost effective and significantly enhances opportunities for success.

### Advertising and Marketing

Venable, one of the premier advertising and marketing law firms in the United States, is recognized as a leader among peers by Chambers USA, Legal 500 and US News and World Report. The 55 attorneys who work in our Advertising, Marketing and New Media Group bring a unique perspective and approach to legal problem solving, helping clients navigate the increasingly dense thicket of laws and regulations.

Venable is the go-to firm for regulatory compliance. We provide cutting-edge work when it comes to regulatory and transactional issues in the areas of "behavioral advertising," mobile marketing, privacy, Internet and social network marketing, structuring targeted sponsorships and partnerships, commercial co-ventures, counseling on regulatory compliance in marketing campaigns, drafting and negotiating agreements, promotional contests and sweepstakes, and related litigation and other matters.



**Emilio W. Cividanes**    [ecividanes@Venable.com](mailto:ecividanes@Venable.com)    202.344.4414

Emilio Cividanes, partner, concentrates his practice on helping companies meet their privacy obligations in a competitive and global marketplace, and shape the data protection laws and regulations that govern their activities. His practice centers on counseling clients in various industries, including marketing, entertainment, electronic publishing, telecommunications, retail, health care, pharmaceutical, financial services, and hospitality, on how to address privacy challenges to their product development, sales, and other business operations.



**Lisa Jose Fales**    [ljfales@Venable.com](mailto:ljfales@Venable.com)    202.344.4349

Lisa Jose Fales, partner, Chair of Venable's Antitrust Practice Group and Co-Chair of the firm's Regulatory Practice Group, focuses on antitrust, litigation and advertising and marketing law. For 19 years, Ms. Fales has concentrated her practice on civil government antitrust investigations, mergers and acquisitions, antitrust litigation and antitrust counseling. She has represented Fortune 500 multi-national corporations as well as emerging businesses in merger and conduct investigations brought by government antitrust authorities in various industries, including health care, pharmaceuticals, agriculture, defense, oil and gas, consumer products, supermarkets, satellite broadcast and broadcast media. Ms. Fales has also opposed mergers pending before the antitrust authorities, orchestrated asset divestitures, and worked with clients and court-appointed monitors to ensure complex consent order compliance.



**Dismas Locaria**    [dlocaria@Venable.com](mailto:dlocaria@Venable.com)    202.344.8013

Dismas Locaria, associate of the firm's Government Contracts group. Mr. Locaria's practice focuses on assisting government contractors in all aspects of working with the Federal government, as well as representing and counseling clients in the burgeoning homeland security field. Mr. Locaria has represented clients before various Federal agencies, including the EPA, Department of Navy, GSA, SBA, as well as others. The subject of these representations has ranged from suspension and debarment and regulatory matters, to contract procurement, administration and compliance issues. Mr. Locaria has also represented clients in the form of bid protests, claims and disputes before the United States Court of Federal Claims, the Government Accountability Office, and the Armed Services Board of Contract Appeals. Mr. Locaria also has extensive experience in client counseling, including assisting clients with the nuances of becoming government contractors and implementing appropriate systems and methods to achieve and maintain regulatory and contractual compliance.



**James Nelson**    [jnelson@Venable.com](mailto:jnelson@Venable.com)    212.370.6242

James Nelson, partner and co-chair of Venable's Technology Transactions and Outsourcing Group, is a corporate attorney with a focus on intellectual property and significant experience in technology and sourcing transactions. He represents companies engaged in the development, production and commercialization of intellectual property assets, as well as a host of corporate matters, including financing, company formation, joint ventures and general M&A matters. Mr. Nelson has particular experience with sourcing transactions – working with both major corporate customers and technology and business process vendors. He has led sourcing transactions involving traditional call center operations, information technology, real estate management and business process outsourcing services.



**Bobby Turnage**

[bturnage@Venable.com](mailto:bturnage@Venable.com)

202.344.4839

Bobby Turnage, partner with Venable's Corporate Practice Group, focuses his work primarily on helping companies address the numerous legal challenges that arise from doing business on the Web. Mr. Turnage has nearly 20 years of legal experience in private practice in the military and as in-house counsel.

Prior to joining Venable, Mr. Turnage served as Senior Vice President, General Counsel and Secretary for Network Solutions, LLC, a Northern Virginia-based Internet company providing Web-based products and services such as domain name registration, email, website design and hosting, e-commerce solutions, online security products, and search engine marketing and optimization. Having worked as both an executive and a lawyer embedded in a business, Mr. Turnage brings valuable experience that enables him to provide practical, business-focused legal advice on matters faced by businesses in their daily operations



**AJ. Zottola**

[ajzottola@Venable.com](mailto:ajzottola@Venable.com)

202.344.8546

AJ. Zottola, partner, focuses his practice on the exploitation of intellectual property, intangible, and technology assets in business and strategic relationships. Mr. Zottola's skills enable him to handle all types of issues, negotiations, and agreements involving: intellectual property, franchise, privacy, information security, contract and business tort law. His extensive experience also helps clients resolve and craft settlement arrangements for misappropriation and infringement matters and for disputes involving commercial and licensing agreements. In addition, he regularly counsels clients on intellectual property, e-commerce and privacy issues, and prosecutes and manages U.S. and foreign trademark and copyright portfolios.

## VENABLE OFFICE LOCATIONS

**Baltimore, MD**

750 E. Pratt Street  
Suite 900  
Baltimore, MD 21202  
T 410.244.7400  
F 410.244.7742

**New York, NY**

Rockefeller Center  
1270 Avenue of the Americas  
Twenty-Fourth Floor  
New York, NY 10020  
T 212.307.5500  
F 212.307.5598

**Towson, MD**

210 W. Pennsylvania Ave.  
Suite 500  
Towson, MD 21204  
T 410.494.6200  
F 410.821.0147

**Washington, DC**

575 7th Street, NW  
Washington, DC 20004  
T 202.344.4000  
F 202.344.8300

**Los Angeles, CA**

2049 Century Park East  
Suite 2100  
Los Angeles, CA 90067  
T 310.229.9900  
F 310.229.9901

**Rockville, MD**

One Church Street  
Fifth Floor  
Rockville, MD 20850  
T 301.217.5600  
F 301.217.5617

**Tysons Corner, VA**

8010 Towers Crescent Drive  
Suite 300  
Tysons Corner, VA 22182  
T 703.760.1600  
F 703.821.8949

---

[www.Venable.com](http://www.Venable.com) / 1.888.VENABLE