



ALI Program
June 12 & 13, 2018
Speaker Biographies and Organization Summaries

About ChIPs

ChIPs is a nonprofit organization focused on advancing and connecting women in technology, law and policy. ChIPs seeks to accelerate innovation in these areas by increasing diversity of thought, participation and engagement. At ChIPs, members are united in the belief that diversity, of all types, is essential to innovation and to a thriving, evolving society. Membership is open to anyone who shares this mission.

Founded in 2005 by seven women chiefs of intellectual property, it has expanded beyond those roots, now with over 3,000 members and nine regional chapters in the United States and abroad. Many members are engaged at the heart of current events — as active participants in the lawmaking, policymaking, judicial, advocacy and innovation processes.

Source: <http://chipsnetwork.org/>

About the US District Court for the Northern District of California

Federal courts hear cases involving the constitutionality of a law, cases involving the laws and treaties of the U.S. ambassadors and public ministers, disputes between two or more states, admiralty law, also known as maritime law, and bankruptcy cases.

The nation's 94 district or trial courts are called U.S. District Courts. District courts resolve disputes by determining the facts and applying legal principles to decide who is right. Trial courts include the district judge who tries the case and a jury that decides the case. Magistrate judges assist district judges in preparing cases for trial. They may also conduct trials in misdemeanor cases. There is at least one district court in each state, and the District of Columbia. Each district includes a U.S. bankruptcy court as a unit of the district court. Four territories of the United States have U.S. district courts that hear federal cases, including bankruptcy cases: Puerto Rico, the Virgin Islands, Guam, and the Northern Mariana Islands.

The United States District Court for the Northern District of California was established on September 28, 1850, only two years after California was ceded to the United States by Mexico in 1848 by the Treaty of Guadalupe Hidalgo and less than three weeks after California's statehood on September 9, 1850. California's first two federal courts (established simultaneously) divided the state into two districts, southern and northern.

In 1964, the court moved to its current location at 450 Golden Gate Avenue. In 1966, Congress established the United States District Courts for the Eastern and Central Districts of California; this legislative change had the effect of removing the counties in the Central Valley and the mountainous eastern regions of the state from the purview of the Northern District.

Today, the boundaries of the Northern District of California encompass fifteen counties: Alameda, Contra Costa, Del Norte, Humboldt, Lake, Marin, Mendocino, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, and Sonoma. The court has four courthouses (in San Francisco, Oakland, San Jose and Eureka), fourteen district judgeships (also known as Article III judgeships) and twelve magistrate judgeships.

Sources: <http://www.uscourts.gov/about-federal-courts>, <http://www.cand.uscourts.gov/about>

About UC Hastings College of the Law

The University of California, Hastings College of the Law (UC Hastings or Hastings) is a public law school in San Francisco. Founded in 1878 by Serranus Clinton Hastings, the first Chief Justice of California, it was the first law school of the University of California and was one of the first law schools established in the Western United States. It is also one of the few university-affiliated law schools in the United States that does not share its campus with undergraduates or other graduate programs. The UC Hastings full-time, three-year JD program has a curriculum of extraordinary depth, an enviable location next to courthouses and law firms, and a commitment to social justice interwoven into the fabric of the law school's urban home.

Source: <http://www.uchastings.edu/>

About Orrick

With more than 25 offices worldwide, Orrick focuses on serving the Technology, Energy & Infrastructure and Finance sectors globally. Clients worldwide call on our teams for forward-looking commercial advice on transactions, litigation and compliance matters. We bring distinctive quality, teamwork and value to the table – and innovate in everything we do.

Source: <https://www.orrick.com/>

About Salesforce

Salesforce is the world's #1 customer relationship management (CRM) platform. The cloud-based applications for sales, service, marketing, and more don't require IT experts to set up or manage — simply log in and start connecting to customers in a whole new way.

Source: <https://www.salesforce.com/>

ChIPs

Mallun Yen, CEO, Co-founder and Board of Director

ChIPs



Mallun Yen is CEO, Co-founder and a board director of ChIPs, a 501(c)(3) organization she co-founded in 2005 dedicated to advancing women at the intersection of law, technology and regulatory policy.

As a senior executive, public company officer, founder, advisor, intellectual property strategist and lawyer, Mallun has led organizations ranging from early stage start-ups to Fortune 10 enterprises in creating and launching new products, initiatives and businesses, with a particular focus on using data, analytics and collaboration to foster innovation and growth, drive better decision-making, shift behaviors and disrupt industry

conventions.

She was until September 1, 2017, EVP of RPX Corporation (Nasdaq: RPXC), where Mallun worked with the founding team starting at inception and helped steer the company to a public offering in 2011. She remains on the board. She is known for leading the transformation of an industry to adopt a market-based, data-driven collaborative approach for reducing risk from patent assertion entities, including by developing a number of novel products, including an A-rated, Lloyd's-backed insurance business, that helped grow the RPX network of member companies to over 250 across a variety of sectors. Mallun also led the teams responsible for corporate development, strategy, syndicated acquisitions, M&A, insurance, regulatory and policy, data analysis, and market intelligence.

Mallun has a JD from UC Berkeley School of Law, clerked for US District Court Judge Ronald M. Whyte, and is a lecturer at Stanford Law School.

Elena DiMuzio, Next Gen Co-Chair

ChIPs



Elena DiMuzio recently joined Dropbox as Senior Legal Counsel. Formerly Senior Corporate Counsel at Oracle in the litigation group, she expanded Oracle Legal's pro bono efforts to include immigration clinics, and enjoys donning hairnets with her colleagues at volunteer events at the San Francisco Food Bank as often as possible. Before joining Oracle, she practiced mainly patent litigation at Covington & Burling LLP in San Francisco; served as one of the first law clerks for Judge Lucy Koh (N.D. Cal.); and worked at Heller Ehrman LLP.

UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF CALIFORNIA

Hon. Susan Illston



The Honorable Susan Illston is a San Francisco-based Senior United States District Judge of the United States District Court for the Northern District of California. Judge Illston was born in Tokyo, Japan and was raised in the military. She is a graduate of Duke University and Stanford Law School. Prior to her appointment, Judge Illston served in private practice first as an associate, then as a partner at Cotchett, Illston & Pitre in Burlingame, California from 1973 to 1995.

On the recommendations of Senators Barbara Boxer and Dianne Feinstein, Judge Illston was nominated by President Bill Clinton on January 23, 1995 and confirmed by the Senate on May 25, 1995 by voice vote, receiving her commission the following day. She took senior status on July 1, 2013.

Hon. Sallie Kim



Magistrate Judge Sallie Kim brings a broad range of civil and criminal litigation experience to the bench, with a special emphasis on civil cases in federal court.

Judge Kim graduated from Princeton University and from Stanford Law School. Upon graduation from law school, she served as law clerk to United States District Judge Spencer Williams of this Court. She then entered private civil litigation practice in Palo Alto. From 1995-99, Judge Kim served as Associate and Assistant Dean for Student Affairs at Stanford Law School, after which she returned to private civil litigation practice and became a partner with the law firm of GCA Law Partners, LLP in 2002. She practiced at GCA Law Partners until she joined the Court in 2015.

Judge Kim's recent professional activities outside of regular civil litigation practice have included service in the following capacities: Co-Director of the Trial Advocacy Program and Lecturer in Law at Stanford Law School beginning in 2014; the Interim Title IX Coordinator for Stanford University in 2013 and 2014; Judge Pro Tem for Santa Clara County Superior Court from 2010 to the present; and Volunteer Deputy District Attorney for Santa Clara County for 14 weeks in 2010.

UC HASTINGS

Shashi Deb, Adjunct Professor

UC Hastings



Adjunct Professor Shashi Deb received her JD from Hastings College of the Law in 1994, and received her BA in Political Science/Economics with High Honors from UC Berkeley in 1991. After graduating from Hastings, Shashi practiced commercial and business litigation with McCutchen Doyle (now Morgan Lewis) in its Silicon Valley and San Francisco offices for several years. Subsequently, she focused her practice on intellectual property and business litigation at Cooley Godward LLP. At Cooley, she represented technology companies and other clients in all aspects of litigation and

counseled clients on intellectual property and contractual issues. Professor Deb was one of the founding members of the South Asian Bar Association of Northern California, and President, in addition to being an active member of the Asian Bar Association and San Francisco Bar Association. Professor Deb has been on the board of several educational non-profits in the Bay Area, and is currently on the Crystal Springs Uplands Board of Trustees.

ORRICK

Kayla Delgado, Managing Associate

Orrick



Kayla Delgado is a lawyer in Orrick's San Francisco office where she is a member of the Employment Group.

Kayla has experience litigating a variety of employment claims in both state and federal court, including trade secrets, discrimination, harassment, retaliation, and wrongful termination claims.

Orrick's Employment Law and Litigation group was recently named Labor & Employment Department of the Year in California by The Recorder, the premier source for legal news, in recognition of their significant wins on behalf of leading multinational companies on today's most complex and

challenging employment law matters.

While in law school, Kayla participated in Berkeley Law's Death Penalty Clinic, a clinic designed to enable law students to provide high-level, supervised representation to clients facing capital punishment. Through her work in the clinic, Kayla received hands on experience in appellate litigation and investigations.

**Amanda Galton, Partner
Orrick**



Amanda helps entrepreneurs reimagine the way in which our world works. High-growth companies and their investors rely on her creative and collaborative solutions to resolve both anticipated and unforeseen obstacles and developments. With Amanda by their side, these clients can focus on their true passion - innovation.

Amanda has been solving problems since her Peace Corps days in the plains of Guinea, West Africa, where she found, among other things, kinship and inspiration with Liberian refugees thinking about developing windmills to transform local energy production. Now as co-leader of Orrick's Technology Companies Group, she uses her legal experience,

business acumen, professional network and industry expertise to resolve problems before they arise, and leverage larger resources when needed. She advises at material stages of the corporate life cycle (formation, financing, and exits); and provides guidance and trusted governance advice on board, advisor, employment, separation, and other commercial matters. To further help budding companies thrive, Amanda keeps clients informed about recent investments in their space, invites them to influential events and connects entrepreneurs and investors with one another.

Additionally, Amanda has worked with publicly-listed companies such as eBay, SanDisk, Cisco Systems and Juniper Networks, leading and managing multi-firm and global legal and finance teams in conjunction with cross-border corporate and tax restructuring and post-acquisition integration projects.

In addition to her practice, Amanda dedicates time to advancing women in the U.S. and abroad. She serves as a cultural mentor and professional resource for emerging women leaders from the Middle East, Central Asia and Africa through TechWomen, a U.S. State Department initiative which empowers women technology leaders in science, technology, engineering and mathematics (STEM). Amanda also has served on the Board of CodeChix, a non-profit corporation which recruits, retains and inspires women engineers

**Beth Goldman, Partner
Orrick**



Beth Goldman, a partner in Orrick's San Francisco office, is a member of the Intellectual Property Group. Her practice focuses on trademark and copyright law, licensing, Internet law and advertising clearance.

She has been assisting clients in the selection and creation of brands, as well as their protection, for more than 20 years. Her experience includes worldwide prosecution and policing of trademarks, dispute resolution, UDRP proceedings and litigation before the Trademark Trial and Appeal Board. Her clients cover a variety of industries, including alternative energy, biotechnology, clothing, computer services, consumer products, credit card services, food and beverages, medical equipment,

pharmaceuticals, software, and telecommunications.

She has spoken on trade dress for the Practising Law Institute on intellectual property, and on domain name and other issues for the International Trademark Association. She has served on various INTA committees.

**Lara Graham, Associate
Orrick**



Lara Graham is an employment law attorney in Orrick's San Francisco office.

Lara defends companies in class action, multi-plaintiff, and single plaintiff lawsuits under California and federal law. Lara has experience with litigation related to discrimination, harassment, wrongful termination, and wage-and-hour claims.

Lara also has extensive pro bono experience representing low-income individuals. Through her pro bono work Lara gained trial experience, representing a pro bono client in federal court, and hearing experience, having argued in multiple state-court hearings on behalf of a pro bono

client. Prior to joining Orrick, Lara served as a law clerk for the Hon. Judge Vanessa Zecher.

**Melinda Haag, Partner
Orrick**



Melinda brings her leadership skill and experience to a new arena as Global Business Unit Leader of Orrick's 330-lawyer Litigation Business Unit. She leads a team that litigates for a third of the Fortune 100 in some of the highest stakes cases before the courts.

Melinda is an experienced trial lawyer with 28 years of prosecutorial and private sector experience. She has personally handled securities fraud, mail and wire fraud, bank fraud, antitrust, Foreign Corrupt Practices Act, environmental, civil rights, defense contractor fraud, health care fraud, money laundering, narcotics trafficking, and child exploitation cases.

Melinda has served as lead or co-lead counsel in more than 19 jury and bench trials, including a number of complex white collar and civil rights cases.

After earning her law degree from the University of California, Berkeley School of Law in 1987, Melinda began her career as a litigation associate and then served as an Assistant United States Attorney for the Central District of California in Los Angeles. She thereafter worked as a partner in a San Francisco boutique law firm before being tapped by then U.S. Attorney Robert Mueller (who later served as the FBI Director for 12 years) to serve as a supervisor in the San Francisco U.S. Attorney's Office. Melinda stepped down as the Chief of the White Collar Section in 2003, joining Orrick, Herrington & Sutcliffe as a litigation partner in San Francisco.

Melinda served as U.S. Attorney for the Northern District of California from August 2010 through September 2015, overseeing the U.S. Department of Justice's work in a district that is an epicenter for complex, cutting-edge investigations and prosecutions. She led a team of more than 130 criminal and civil Assistant U.S. Attorneys in handling a high volume of matters that involved export enforcement, computer intrusions and intellectual property theft, international corruption, digital currency issues, securities fraud, and economic crimes, national security, public integrity and civil rights violations, and organized crime, among other things. Melinda served as Co-Chair of the White Collar Crime Subcommittee of the Attorney General's Advisory Committee, and was a member of the Cybersecurity and Health Care Fraud Subcommittees, where she collaborated with U.S. Attorneys nationwide on the development and implementation of national policies and practices regarding the government's approach to economic crimes and cybersecurity.

Jazmin Holmes, Managing Associate

Orrick



Jazmin Holmes is a lawyer in Orrick's San Francisco office. As a member of the White Collar, Investigations, Securities Litigation & Compliance group, Jazmin represents clients in complex criminal and civil litigation, governmental investigations, and corporate internal investigations. Prior to joining Orrick, Jazmin clerked for the Honorable Haywood S. Gilliam, Jr. on the U.S. District Court for the Northern District of California. She also spent time at a prior law firm, counseling clients regarding litigation matters in the areas of intellectual property, antitrust, and securities. Jazmin has significant trial experience in the form of drafting direct and cross examinations, second-chairing trial witnesses, editing expert reports, and drafting technical stipulations and findings of fact. In

her free time, Jazmin is an avid basketball player and volunteer youth coach.

Annette Hurst, Partner

Orrick



Annette Hurst, a member of Orrick's Board of Directors and a partner in the San Francisco office, practices in the Intellectual Property Group.

Annette is an experienced trial lawyer who has tried patent, copyright, trade secret, trademark and business tort claims. She was named "Litigator of the Week" by The American Lawyer for her work as co-lead counsel on the Mattel/MGA case. Chambers USA ranks her Band 1 for Trademark, Copyright & Trade Secrets in California, with clients reporting that she is "smart, creative and terrific at oral argument." Chambers Global reports: "Peers consider Annette Hurst a 'remarkably intuitive' lawyer who 'brings unique perspectives to soft IP cases.'" Every

year since 2010, Annette has been named one of the top 75 IP litigators in California by The Daily Journal. In January 2013, she was named "Female Litigator of the Year West" by Benchmark Litigation.

Annette's community and professional activities include her service as the President of the Lafayette Elementary School PTA, past membership on the Board of Directors of the Volunteer Legal Services Program and Board of Directors of the Bar Association of San Francisco for which she was chair of the Finance and Investments Committee. She also is a past member of the Board of Directors of the Legal Aid Society of San Francisco and the Board of Governors of the Association of Business Trial Lawyers, Northern California Chapter, as well as a past president of the Barristers Club.

Johanna Jacob, Managing Associate

Orrick



Johanna Jacob, an attorney in Orrick's San Francisco office, is a member of the Intellectual Property Group. Her practice focuses on patent infringement litigation in federal district courts and the United States International Trade Commission, trade secrets, copyright, and complex commercial disputes.

Johanna has represented a broad range of technology companies in Federal and State Court, with a primary focus on bio-technology, high-tech laboratory equipment, and the healthcare industry. In addition, Johanna is a member of the firm's life sciences working group. Johanna is also a registered patent attorney.

Prior to law school, Johanna conducted neuro-physiological research in the Vision Center Laboratory at the Salk Institute. During her time at Boston University, Johanna researched cellular signaling in prostate cancer at the Cancer Research Center in Boston University's School of Medicine. Johanna also externed at Macropore Biosurgery in San Diego and in the Aerospace and Mechanical Engineering laboratory at Boston University.

Karen Johnson-McKewan, Partner

Orrick



Our tech company clients survive and thrive by rapid invention and evolution, often faster than the law can keep up. Litigating for these companies therefore demands as much art as science. An industry that pulses with creativity and constant pressure to change needs an attorney who is part litigator and part visionary.

Karen specializes in litigation that crosses the boundaries between traditional legal practices, and therefore requires inventive and strategic approaches. These solutions, tucked in the creases between law and industry, are why leading technology and Fortune 500 companies hire Karen to resolve their most complex litigation.

Over the past 32 years, Karen has first-chaired state and federal trials, and arbitrated more than a dozen disputes. She manages intellectual property and commercial matters for companies such as Oracle, NVIDIA, Netflix, VMWare and Levi Strauss & Co.

In addition to her legal background, Karen's relationship management skills give her clients a significant advantage. She knows how to pull together and lead the best team, from multiple disciplines within Orrick, and often involving multiple law firms. Able to unite what were, and will be, competing firms into a single powerful unit takes a special type of leadership, one which Karen has demonstrated time and again.

**Catherine Lui, Partner
Orrick**



Cathy Lui concentrates on trade secrets litigation representing both plaintiffs and defendants in the tech, financial services, and retail industries. Cathy has a particular focus on obtaining and defending against temporary restraining orders and preliminary injunctions under exigent circumstances in fast-paced trade secret actions.

Cathy has significant experience in actions arising from the Defend Trade Secrets Act (DTSA), which created the first federal civil misappropriation of trade secrets claim in May 2016. Cathy has helped shape DTSA law on behalf of her clients through her involvement in some of the earliest DTSA litigation. Many of her trade secrets cases involve parallel criminal proceedings. Cathy also engages in complex commercial litigation including employee mobility, breach of contract, and fraud cases.

Cathy is an editor and contributing author of Orrick's trade secrets blog, Trade Secrets Watch, and regularly speaks and writes about trade secrets litigation. Cathy currently serves as the Co-Vice Chair of the Trade Secrets Interest Group of the California Lawyers Association's (formerly of the California State Bar) Intellectual Property Section.

Cathy is very involved in diversity and inclusion initiatives. She is Co-Chair of the Bay Area Asian American Bar Association Judiciary Committee and is also active in the California Minority Counsel Program, and the Firm's hiring, and recruiting committees. In addition, Cathy serves as the partner lead for the Firm's Asian American Affinity Group.

Cathy's dedication to pro bono service was demonstrated by her work in an asylum merits hearing representing a Salvadoran religious activist persecuted by gangs in El Salvador. For her work on this matter, the Lawyers Committee for Civil Rights honored Cathy with the Father Cuchulain Moriarity Award. In addition, the Justice & Diversity Center of the Bar Association of San Francisco recognized Cathy as an Outstanding Volunteer in Public Service in 2014 through 2016 for her work with helping homeless clients remove outstanding warrants barring them from access to housing and employment.

**Lillian Mao, Senior Associate
Orrick**



Lillian Mao's practice focuses on patent and trade secret litigation involving complex technologies. She has helped clients obtain favorable results at all stages of litigation, including a clean sweep jury verdict for MobileIron in the company's first patent trial.

Lillian has worked on matters for companies including Apple, Oracle, Sandisk, MiTAC, Toshiba, and NVIDIA, covering technologies such as flash memory, GPS, LEDs, image and video compression, and enterprise mobility management. She has practiced in California state court, in multiple federal district courts, before the International Trade Commission, and before the Patent Trial and Appeal Board.

Lillian started her career at Orrick as a summer associate in the office in 2008. While she was an undergraduate, Lillian worked at the Jet Propulsion Laboratory and at Sumitomo Chemical in Osaka, Japan.

Tierra Piens, Associate
Orrick



Tierra Piens, a lawyer in Orrick's San Francisco office, represents large corporations in high stakes and complex litigation.

Tierra has experience litigating in a variety of practice areas, including employment law, trade secrets misappropriation, and product liability. Her practice focuses on the representation of large corporate clients. Tierra also devotes a portion of her practice to providing pro bono services to nonprofit organizations and low income individuals.

Tierra received her J.D. from the University of California, Berkeley, School of Law, where she also earned a Law & Technology Certificate of Specialization as recognition for her extensive coursework in technology law. While attending law school, Tierra was a member of the Berkeley Technology and Law Journal, and an editor of the Berkeley Journal of African American Law and Policy. In addition to her scholarship, during law school she provided pro bono legal services to dozens of low-income families through the East Bay Community Law Center. A former judicial extern on the Northern District of California, Tierra has experience navigating both the federal and state court systems.

Jeannie Shin, Partner
Orrick



Jeannie Shin is a partner in the San Francisco office and a member of Orrick's Corporate Group. Jeannie advises private and public companies on a full range of their corporate needs, with a focus on mergers and acquisitions, joint ventures, strategic alliances, corporate restructurings and capital raising transactions. In particular, Jeannie has extensive experience with cross-border transactions. Jeannie has acted as lead M&A counsel in numerous transactions representing clients both on the sell-side and buy-side. She has extensive experience representing clients in a wide range of industries, including software, internet, life sciences, energy, semiconductors, and consumer products and retail. As a member of Orrick's Technology Companies

Group, Jeannie also represents high growth technology companies and venture capital and other investors and has extensive experience with start-up companies in their formation, debt and equity financings, private placements and general corporate counseling.

Betsy Wang Lee, Senior Associate
Orrick



Betsy Wang Lee, an associate in Orrick's San Francisco office, is a member of the Intellectual Property Group. Her practice focuses on U.S. and international trademark and copyright counseling and prosecution, advising on branding strategies, and resolving trademark and copyright related disputes.

Previously, Betsy served as a Law Clerk at the National Center For Youth Law (Oakland). Prior to law school, she also worked as an Investigator with the New York City Department of Education and as a Legal Assistant at Simpson Thacher & Bartlett LLP (New York).

SALESFORCE

Charlin Lu, Patent Counsel Salesforce



Charlin Lu is Patent Counsel at Salesforce. Prior to joining Salesforce, she was an attorney at Covington & Burling LLP, where her practice focused on IP litigation and counseling. She clerked for the Honorable Ronald M. Whyte in the Northern District of California and for Chief Judge Randall R. Rader in the U.S. Court of Appeals for the Federal Circuit. Charlin has a B.S. in Computer Science from Yale University and a J.D. from Stanford Law School.

Michelle Ma, Corporate Counsel, Litigation Salesforce



Michelle Ma is Corporate Counsel, Litigation, at Salesforce. Michelle joined Salesforce in September 2017 and prior to that, was an associate attorney at Latham & Watkins in Menlo Park from 2012-2015 and 2016-2017. Michelle practiced patent litigation at Latham, with an emphasis on pharmaceutical patent litigation. From 2015-2016, Michelle clerked for the Honorable Todd M. Hughes of the United States Court of Appeals for the Federal Circuit in Washington, D.C. Michelle graduated from UC Berkeley School of Law in 2012. She holds a B.A. in Integrative Biology from UC Berkeley. Prior to going to law school, Michelle worked in management consulting in San Francisco.

Kristin de la Vega, Trademark Counsel Salesforce



Kristin de la Vega is one of Salesforce's trademark attorneys. Kristin has a B.A. in Anthropology and a J.D. from University of San Francisco School of Law. Prior to joining Salesforce, Kristin was Head of Trademarks and Marketing at Cisco Systems, Inc., where she was responsible for managing and protecting the company's trademark portfolio.

ANKI

**Cecilia Ziniti, Head of Legal
Anki**



Cecilia Ziniti is a Silicon Valley lawyer and in-house veteran with 15 years' experience at the intersection of law, technology, and business. Ms. Ziniti has advised some of the world's most innovative companies, and helps her clients drive business forward while taking smart risks. Currently, Ms. Ziniti leads the legal department at Anki, a robotics and artificial intelligence company backed by top investors. Named a Fast Company Most Innovative Company three years running, Anki ships category-leading consumer electronic products in nine countries.

Before Anki, Ms. Ziniti served in-house at Amazon as the first full-time attorney on Alexa and Echo, and played a lead role in the development of privacy and other policies, and commercial partnerships, to create the legal framework for the smart speaker category. Prior to that, Ms. Ziniti was a litigator at Morrison & Foerster, where she represented Apple in smartphone litigation and other bellwether clients in intellectual property and business matters. Early in her career, Ms. Ziniti held legal and product roles at Yahoo during a time of explosive growth, and in the late 90's worked on early user-generated-content and community sites.

Ms. Ziniti is passionate about great technology and products, client service, problem-solving, and finding win-win solutions. Ms. Ziniti holds a B.S. from Georgetown University, with honors, and a J.D. and Certificate in Law & Technology from University of California, Berkeley, where she received a number of awards for academic excellence.

UNITEDLEX

**Lata Setty, Chief Intellectual Property Officer
UnitedLex**



Entrepreneur, patent litigator, scientist & IP evangelist, Lata brings 20+ years of litigation & intellectual property success, combined with expertise in financing & optimizing legal and patent solutions. As a founding member of Pangea3, Lata structured innovative client relationships across US, Europe & Japan, while leading operations, helping scale from 3 people to 300 within 4 years, positioning it for successful acquisition by Thomson Reuters. Prior to launching this LPO, Lata helped develop the first artificial intelligence contextual patent search engine including a 6-Sigma

quality database of over 21 million international patents and also served on the VC team at The View Group, a Harvard-grounded Venture Capital fund focusing on Asia-centric start-ups, acquired by renowned PE Firm, The Apollo Group.

Drawing on her broad range of legal, technical and optimization experiences, Lata is a frequent speaker at numerous international conferences, including creating a highly successful educational initiative, an Ethics CLE entitled "The Ethics of Offshoring Legal Services, including Corporate, Patent, Litigation & Research Support Services", which she was invited to present at numerous state and international Bar Associations, Fortune 500's and AmLaw 100's. Lata has been active in The Intellectual Property Owners Association, The Licensing Executives Society International, the Association of University Technology Managers, The American Intellectual Property Law Association, the European based IP-Symposium and the Minnesota Bar Association.