

TODAY'S SPEAKERS



MARNI BECK PEDORELLA

Marni Beck Pedorella is Vice President, Intellectual Property Counsel at NBCUniversal Media, LLC. Marni counsels the company on all aspects of television and new media production, including development, production, distribution, licensing, rights, and clearances for NBCUniversal's entertainment, news, and sports content. She works closely with the marketing groups on promotional matters, with a particular focus on social media issues. She also provides advice relating to consumer privacy, music, and other copyright and trademark questions. Marni was the production lawyer for "Will & Grace", "Battlestar Galactica", "Smash," and "30 Rock." Prior to joining NBC in 2000, she worked at Kay & Boose and Rogers & Wells. She attended University of Pennsylvania Law School and Wesleyan University.



REBECCA BORDEN



STEVE CALDWELL

Steve Caldwell is Senior Counsel at The Procter & Gamble Company. He supports P&G corporate units and business groups on a wide variety of privacy, digital, social media, IP, and transactional matters. A proudly reformed patent attorney, Steve's practice is diverse, extending to privacy issues, including behavioral targeted marketing, data protection, big data and mobile marketing, social media initiatives, and trademark, copyright, publicity, and media/entertainment law counseling.

Steve received his J.D., cum laude, from Syracuse University College of Law and his B.S. from the University of Kentucky (and of course bleeds blue!). He lives in Cincinnati with his wife, Yen, and their children Matthew and Julia (and Golden-Lab mix Sam).



BRUCE CAMPBELL

Bruce Campbell is Chief Development Officer and General Counsel for Discovery Communications, the world's #1 nonfiction media company. Campbell leads the following business areas: global corporate development, including strategic planning and all M&A activity; all legal affairs, serving as the chief legal advisor to the company's management and board of directors; and global production management and business affairs.

Campbell has led the origination and execution of some of the company's most significant transactions, including the \$1.7B acquisition of SBS Nordic, and a European-wide strategic venture with Eurosport and TF1. In addition, he negotiated Discovery's network joint ventures with Oprah Winfrey and Hasbro.

Campbell holds degrees from Princeton University's Woodrow Wilson School of Public & International Affairs and Harvard Law School.



AMY COLANDO

Amy Colando is Assistant General Counsel in Microsoft Corporation's Applications and Services & Dynamics Group, where she has supported Microsoft Advertising since 2008. As part of her job responsibilities, Amy has worked closely with internal and external stakeholders on privacy and data use issues, from W3C to IAB Data Council, and has spoken publicly on issues such as children's online privacy. Before supporting Microsoft Advertising, Amy supported Microsoft teams negotiating specialized agreements with silicon chip partners. Amy started her legal career in Atlanta, where she supported U.S. sales and marketing teams at The Coca-Cola Company. She attended University of Michigan Law School, graduating magna cum laude.



JAY DIAMONON

Jay Diamonon is a Senior Vice President of Sales for Adyen Global Payments Services. Based in San Francisco, he is a global payments solution veteran—having accumulated a wealth of experience at Visa, First Data, and GlobalCollect. Jay entered e-commerce in 1999 as Director of Business Development for the original luxury e-tailer, Ashford.com. Prior to that, Jay spent his time in corporate finance—most notably for Continental Airlines. A native Houstonian, he earned a bachelor's degree in economics from The University of Virginia.



MARK EGERMAN

Mark Egerman is a founder of Cover, a mobile payments company that allows restaurant diners to pay without waiting for the check. Previously, he was one of the founding members of the Consumer Financial Protection Bureau. A member of the Cards and Payments team in the division of Research, Markets, and Regulation, he was the bureauwide lead on mobile payments. He has a J.D. from Harvard Law School and a B.S. from the School of Computer Science at Carnegie Mellon University.





TIM GIBSON

Tim Gibson is a senior director for the Digital Entertainment Products Group (DEPG) for DIRECTV. He is responsible for sourcing and executing third-party partnerships helping to drive DIRECTV's digital products and company strategy. He is also responsible for executing and managing the company's venture investment portfolio, and he helps support DIRECTV'S digital strategy team.

Tim began his tenure at DIRECTV in 2005 in Finance and Corporate Development where he helped oversee the company's transition to an investment grade credit with the issuance of over \$12 billion in bond financings, and where he completed over \$20 billion of share repurchases.



BARBARA KOLSUN

Barbara Kolsun is Executive Vice President and General Counsel of Stuart Weitzman, LLC, a luxury shoe design, manufacturing, and retail company based in New York. Prior to Stuart Weitzman, Barbara served as Senior Vice President and General Counsel of Seven For All Mankind, LLC, and of Kate Spade, LLC, as well as Assistant General Counsel of WestPoint Stevens, Inc., and of Calvin Klein Jeanswear Co. Prior to her time working in-house, she practiced litigation for 12 years at various New York law firms. She also clerked for the U.S. Court of Appeals, 2nd Circuit.

Barbara co-conceived, co-edited, and co-authored with FIT professor Guillermo Jimenez "Fashion Law – A Guide for Designers, Fashion Executives, and Attorneys" (Fairchild Books), the first textbook on fashion law. Barbara has served as Chairman of the Board of the International AntiCounterfeiting Coalition (IACC), and she speaks frequently on the topics of counterfeiting and trademark infringement. Barbara is also an Adjunct Professor of Fashion Law at New York University and Benjamin N. Cardozo Schools of Law.



JOSHUA KUZON

Josh Kuzon is a member of the Payment Strategy Group at JP Morgan Chase. In this role he supports enterprise strategy, corporate development activities, and cross line of business projects as they relate to the firm's payment businesses. Prior to joining JP Morgan Chase, Josh worked at First Annapolis, a consulting and M&A advisory firm focused on the payments industry. He sits on the Board of Engineers for Blue Engine, an organization that partners with public high schools serving low income communities to increase academic rigor and college preparedness. He received his bachelor's degree from Lehigh University.



GERARD J. LEWIS, JR.

Gerard Lewis is Senior Vice President, Deputy General Counsel & Chief Privacy Officer for Comcast where he advises company management and business units on intellectual property, technology, e-commerce, Internet, privacy, and security law matters. He leads the group within the Comcast Cable Law Department responsible for technology, licensing, non-patent intellectual property, and business information and privacy matters. He also oversees and supports privacy initiatives and compliance for Comcast Corporation. Gerard previously served as Acting General Counsel for Half.com, Inc., an eBay Inc. company, and Vice President & General Counsel for Infonautics, Inc. Gerard began his legal career at Reed Smith.



MATTHEW LIPTON

Matt Lipton is a partner at Autonomous Research where he is an equity research analyst following payment and processing companies. Prior to joining Autonomous, Matt was a research associate covering payment, processing, and IT services companies at Morgan Stanley. Matt started his career in corporate strategy at BlackRock. He is a graduate of Trinity College in Hartford, Conn. and is a CFA charterholder.



DAVID G. MALLEN

David G. Mallen is the Deputy Director of the National Advertising Division (NAD), the investigative arm of the advertising industry's self-regulatory organization (ASRC), administered by the Council of Better Business Bureaus, and is responsible for the review of a broad range of national advertising campaigns in traditional and new media.

David has resolved hundreds of legal disputes and provided legal guidance to industry on advertising of food and drug products, consumer household products, telecommunication services, Internet technology, and environmental claims. David is a popular public speaker and frequently lectures on advertising self-regulation, green marketing, scientific claim substantiation, international advertising, digital advertising, and social media.

Before joining NAD, David practiced law at Kensington & Ressler in New York, specializing in litigation. He graduated from Cornell University, where he majored in Biology and Society, and Albany Law School.





JENNIFER MEEKER

Jennifer joined J.Crew in November 2010, just prior to the company's going private transaction with TPG Capital, L.P., and Leonard Green & Partners L.P. She previously had been the senior vice president, general counsel, corporate secretary, and chief ethics and compliance officer at Puget Sound Energy, Washington state's largest electric and gas utility. While at PSE, the company was taken private by a consortium of pension and infrastructure funds led by Macquarie bank in a \$9 billion transaction. Prior to PSE, she held a series of positions in the office of the general counsel at Starbucks Corporation, including department management as SVP and deputy general counsel as well as serving as interim general counsel. Her first in-house position was at Honda of America Mfg. Inc. She was in private practice at Squire Sanders & Dempsey and Tobin & Tobin prior to going in-house. Jennifer is a graduate of UCLA and University of California Hastings College of Law.



MICHAEL MELLIS

Michael J. Mellis is Senior Vice President and General Counsel of MLB Advanced Media, L.P. (MLBAM). MLBAM is Major League Baseball's Internet and interactive media company. Michael has been the General Counsel of MLBAM since it was founded in 2000.

Prior to the creation of MLBAM in 2000, Michael was Deputy General Counsel, Major League Baseball Enterprises, Inc. Before joining Major League Baseball in 1998, Michael was an associate at the law firm of Patterson Belknap Webb & Tyler LLP, where he practiced in the firm's Corporate and Litigation Departments. Before joining Patterson Belknap, he clerked for the Hon. John R. Bartels, U.S. District Court, Eastern District of New York. Michael is a graduate of Harvard Law School and Williams College.

Michael is recognized for his work to combat Internet piracy of live sports telecasts and other television programming. He has testified about this subject before the U.S. House of Representatives, Committee on the Judiciary, and the Office of the U.S. Trade Representative. In 2006, he helped start the Coalition Against Online Video Piracy, a group of representatives of worldwide sports organizations, entertainment companies, telecasters, and trade associations concerned about online video piracy (caovp.com).

Michael has been a guest speaker on Internet, intellectual property, technology, sports, media, and marketing law issues at venues including: American Bar Association; New York Bar Association; Practising Law Institute; Promotion Marketing Association; Sports Lawyers Association; and National Sports Law Institute.



ROBERT PELKOWSKI

Rob Pelkowski is Vice President & Senior Counsel in the General Counsel's Office of American Express Company where he provides legal support to the Enterprise Growth Group, Payment Options unit. In this capacity, Rob focuses on legal matters relating to online and mobile payments, digital commerce, prepaid and P2P capabilities, in particular supporting American Express Serve, American Express' next-generation digital payment and commerce platform. Rob is also primarily responsible for negotiating strategic partnership agreements for American Express Serve.

Prior to joining American Express, Rob was an Associate at the New York office of Chadbourne & Parke LLP, where he was a member of the Emerging Companies/Venture Capital practice group. Rob's practice focused on venture capital, private equity, intellectual property and technology licensing, and general corporate counseling for emerging and later-stage companies in a wide range of industries, including software, pharmaceuticals, consumer products, mobile, Internet, and gaming. Prior to Chadbourne, Rob was an Associate at the New York office of Fish & Richardson P.C.

Rob holds a Bachelor of Science in Business Administration from Towson University and a Juris Doctorate from Hofstra University School of Law.



CHRISTINE POULON

Christine Poulon is Director, Legal Counsel for PayPal, Inc., and is based out of Maryland. She joined PayPal through the acquisition of Bill Me Later®, Inc., in 2008 and has been with the company since 2006. She is the lead counsel for the company's consumer credit products, and advises the business on matters involving credit, payments, marketing, operations, and product development. Prior to joining PayPal, she spent six years in law firms, most recently in the D.C. office of Mayer, Brown. Christine received her J.D. from the Washington College of Law at American University, and her B.A. from Vassar College. She has one husband, four stepchildren, two cats, and one dog. She speaks Greek fluently (in addition to English) and loves to garden, cook, and play volleyball.



JOHN ROEDIGER

John Roediger has more than 20 years of investment banking experience, providing strategic advice to global growth companies. Prior to joining Signal Hill, John was a Partner at Montgomery & Co., JP Morgan, and Hambrecht and Quist. John received a degree in Biomedical Engineering from the University of Southern California and served in the U.S. Navy. John is on the board of Hedgefort Capital, a U.S.-based investment fund focused on Brazilian investing, and the advisory board for the Injured Marine Semper Fi Fund.

Recent transactions include: Crowd Science, Job App, Decision View, Switch Fly, Open Lane, On Deck Capital, Learn.com, Coupon Cabin, Thought Equity, Legal Zoom, Cengea, Language Weaver, Drivecam, Convercent, My Web Grocer, and Awareness Technologies.





HEIDI YOUNG

Heidi Young serves dual roles as both the Executive Vice President and General Counsel for advertising agency Saatchi & Saatchi, a position she has held since 1999, and as Executive Vice President and Deputy General Counsel for Advertising for Re:Sources USA, a division of Publicis Groupe, the third-largest communications group worldwide, a position she has held since 2009. She was previously Associate General Counsel for advertising and marketing agency JWT. She has served as Chair of the American Association of Advertising Agencies "4As" Legal Affairs Committee from 2009 to the present.



GERSON A. ZWEIFACH

Gerson A. Zweifach is Senior Executive Vice President and Group General Counsel of 21st Century Fox, one of the world's largest media and entertainment companies, as well as General Counsel of News Corp, the world's largest publishing company.

Gerson was previously a partner at Williams & Connolly LLP. In his more than three decades at Williams & Connolly, Gerson's litigation practice covered a wide variety of substantive areas including media and First Amendment cases, as well as patent, antitrust and securities matters, with an emphasis on trial work. He handled a number of high-profile cases, including representing newspapers, book publishers, and film and television producers across the United States. He successfully defended Richard A. Grasso in *Spitzer v. Grasso* in the New York state courts.

Gerson is a graduate of Brown University, where he graduated magna cum laude and was elected to Phi Beta Kappa, and Yale Law School, where he was Note Editor for the Law Journal. He was a law clerk to the Hon. Pierre N. Leval and the Hon. David L. Bazelon.

DWT SPEAKERS



KRAIG L. MARINI BAKER

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Kraig Baker focuses on advising clients and providing assistance with licensing transactions across the full range of issues in media, entertainment, technology, advertising, privacy, and Internet matters, with a particular emphasis on digital media and entertainment. He is also an adjunct professor to the Masters in Digital Media Program in the School of Communications at the University of Washington, where he has taught classes on “Digital Media Law and Policy” since 2001 and teaches the law section of the Advanced Interactive Marketing and Digital Publishing certificate programs at the University of Washington.



THOMAS R. BURKE

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Tom Burke has over 23 years of experience involving the defense of content in all forms of media including the defense of libel, invasion of privacy, right of publicity, and trademark liability litigation matters, and counsels on entertainment production matters. Tom regularly represents Internet publishers, networks, studios, journalists, authors, and nontraditional “publishers” in California’s trial and appellate courts. He is the author of Anti-SLAPP Litigation (2013 The Rutter Group) and is a regular lecturer on media law at the Graduate School of Journalism at the University of California, Berkeley since 2002.



G. ROXANNE ELINGS

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Roxanne Elings is recognized as one of the nation’s leading trademark and brand management attorneys, concentrating on protecting brands on a worldwide basis, including creating, managing, and enforcing trademark portfolios, and possessing significant experience in anticounterfeiting and trademark infringement.



NANCY J. FELSTEN

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Nancy Felsten advises advertising agencies and corporate clients on advertising, marketing, and promotional matters. Her clients include a broad cross-section of industry ranging from all manner of consumer products to clients involved more specifically in media, telecommunications, retail, consumer electronics, FDA-regulated OTC products, pharmaceuticals, banking, medical devices, and oil and gas products. She also addresses copyright, trademark, privacy, First Amendment, and trade secret and trade regulation issues. Nancy frequently represents clients in false advertising challenges before the National Advertising Division (NAD) of the Council of Better Business Bureaus, the television networks, the Federal Trade Commission, and state attorneys general.



JANET GRUMER

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Janet represents employers in a wide range of disputes before state and federal courts and agencies, including disputes involving claims of harassment, discrimination, and retaliation, wage and hour class actions, and administrative proceedings before the Employment Development Department, Division of Labor Standards Enforcement, Department of Fair Employment and Housing, and Equal Employment Opportunity Commission.



WENDY KEARNS

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Wendy Kearns represents a wide variety of technology clients, including software, software services, technology entertainment, wireless, and semiconductor companies, in transactional and intellectual property matters. She has extensive experience in transactions of all kinds involving software and hardware products and technology-related content, and has represented both acquirers and sellers in mergers and acquisitions. Wendy also counsels on licensing, distribution, resale, retail, marketing, and advertising matters. She has a lifelong background in technology, having begun computer programming at a young age. Wendy has worked as a software developer, software product manager, and a business development manager, in addition to practicing law.



MARC KENNY

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Marc Kenny is a corporate partner with extensive experience counseling clients in a broad range of domestic and cross-border private equity, M&A, securities, and corporate finance transactions with a particular emphasis on the communications, media, technology, entertainment, health care, and energy industries.



LYNN J. LOACKER

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Lynn Loacker has over 30 years of experience representing companies, financial institutions and private equity and strategic investors in a wide array of M&A, private equity, and corporate finance transactions in many different industries. For investors and emerging and growth companies in the financial technology and digital media sectors, Lynn coordinates DWT's industry teams, bringing together the firm's nationally recognized experts in those fields to offer a complete solution of services that meets the particular industry's needs.



JAMES H. MANN

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James Mann's practice focuses on consumer payment devices, payment systems, and loyalty programs. James represents parties to agreements for the issuance of many types of consumer payment devices, notably debit cards as well as general purpose, private label and agent bank credit cards. He also advises on the design of online commerce platforms and represents parties to agreements regarding payment processing; the outsourcing of issuing and processing functions and the procurement of the related technology; the sale of issuing or processing businesses and the associated receivables; and network branding, pricing, and marketing. In recent years, many such agreements have involved mobile payments, utilizing a variety of networks and technologies. James' transactional practice remains centered on the United States, but in recent years has also embraced the Caribbean, Latin America, Europe, and other foreign markets.





CHRISTIN S. MCMELEY

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Christin McMeley advises companies in various industries in privacy compliance, information governance, data security, public policy, and regulatory matters. Christin routinely advocates on behalf of clients before governmental agencies, legislative members, and staff. She also represents telecom, cable, and wireless providers in regulatory proceedings before the FCC and counsels clients on regulatory policy and compliance.



ELIZABETH A. MCNAMARA

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Elizabeth McNamara has more than 25 years of litigation and counseling experience in media and intellectual property law, representing publishers (books, magazines, newspapers, and websites), television and radio broadcasters, cable companies, and motion picture producers and distributors.



JAMES D. NGUYEN

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Jimmy Nguyen is a "360 degree" lawyer who handles complex litigation, transactions, and counseling work involving intellectual property, digital media, entertainment, technology, advertising, privacy, and sports. He has particular focus on issues triggered by the Internet, social media, mobile devices, and other evolving media technologies. Jimmy also has unique expertise with online gambling and other digital gaming. He is former chair of the State Bar of California's IP Law Section, and formerly co-chaired the California Minority Counsel Program.



ALEXANDRA NICHOLSON

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Allie Nicholson focuses her practice on trademark, copyright, and other intellectual property issues for many of the country's leading entertainment and media companies. Her trademark practice centers on worldwide brand management protection and enforcement, litigation, transactions, and strategic planning. She handles the management and enforcement of many worldwide intellectual property portfolios, including providing general counsel on a full range of trademark, copyright, content review, and advertising issues.



KAREN A. ROSS

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Karen Ross maintains a transactional practice representing clients in the financial services and technology industries. She counsels clients on a range of transactional issues related to payment products and systems, with an emphasis on emerging payment systems. Karen has extensive experience drafting and negotiating various commercial agreements, including agreements for mobile wallet technologies, private label and co-branded credit cards, sale of card portfolios and associated receivables, and complex collaboration and services agreements for financial institutions.



ROBERT STANKEY

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Bob Stankey provides counseling and transaction advice on global privacy, technology, and communications law for U.S. and European clients. As a former senior in-house lawyer with a leading European ISP and former general counsel for an international telecommunications provider, he has extensive practical experience with commercial and regulatory legal issues and EU policymaking in Brussels. Bob practiced in London for 10 years and is an English solicitor.





ERIC S. WALTERS

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Eric Walters focuses his practice on intellectual property disputes and strategic advice involving patents, trade secrets, copyrights, trademarks, and licensing. He represents clients in the software, biotechnology, semiconductor, medical device, energy, and consumer products industries, among others.



ERICA WILSON

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Erica Wilson focuses her practice on patent litigation and strategic advice involving patents, trade secrets, and licensing. She practices nationwide and represents clients in matters involving complex technology in the computer software/hardware, computer networking and security, semiconductor, biometrics, biotechnology, and consumer products industries.