

# Le[a]dBetter

## Portfolio of Services



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## ABOUT PERKINS COIE

Founded in 1912, Perkins Coie has more than 1,200 lawyers in 20 offices across the United States and Asia. We provide a full array of corporate, commercial litigation and intellectual property legal services to a broad range of clients, from small, independent startups to *FORTUNE* 50 corporations, as well as public and not-for-profit organizations.

### Office Locations



*Perkins Coie is recognized as a full-service advisor to high-growth companies ranging from startups to market leaders. With 17 offices in the United States, a strong footprint in Asia, and a network of law firms around the world, Perkins Coie can assist clients anywhere and everywhere they do business.*

### National-level Practice Areas

Perkins Coie is a leading international law firm that is known for providing high value, strategic solutions and extraordinary client service on matters vital to our clients' success in diverse areas of law, including:



Corporate Finance & Strategic Transactions



Energy & Environmental



Labor & Employment



Government & Regulatory



Intellectual Property



Litigation & Dispute Resolution



Political Law



Real Estate & Land Use



Product Liability



Trust & Estate Planning

## Industry Focus Areas



Energy, Natural Resources & Infrastructure



Food & Beverage



Life Science & Healthcare



Real Estate



Retail & Hospitality



Technology, Media & Entertainment

## Awards & Recognitions

### THE FIRM

- » 403 attorneys listed with 31 named “Lawyer of the Year,” in *The Best Lawyers in America* (2023)
- » Ranked an Am Law 50 firm on the *American Lawyer* 100 list (2022)
- » Named one of *Fortune’s* “100 Best Companies to Work For” for 21 consecutive years (2003–2023)
- » 177 attorneys recognized in *Chambers USA*, with 42 ranked Band 1 (2022)
- » Ranked #1 U.S. employer among the “Best Workplaces in Consulting & Professional Services” by Great Place to Work® (2021)
- » Named one of the most innovative law firms by *Financial Times* (2020)

### PRACTICES AND INDUSTRIES

- » Named a “Best Law Firm” for Startups & Venture Capital and Privacy Law by *Vault* (2022)
- » Ranked nationally for Startups & Emerging Companies and globally for Intellectual Property, Technology and Privacy & Security by *Chambers USA* (2023)
- » •Ranked Tier 1 nationally for Venture Capital, Corporate Law, Technology and IP Law by *U.S. News – Best Lawyers* (2023)
- » Recognized as a firm “VC Preferred Firm” by *The American Lawyer* (2019)
- » Named the Go-To BigLaw Firm for Silicon Valley Entrepreneurs by *Inc.com*

### DIVERSITY

- » Named a “Top 10 Firm for Gender Equity” by *Yale Law Women* (2022)
- » Named one of the “Best Firms for Minority Attorneys” by *Law360* (2023)
- » Earned top rating of 100 percent in the *Corporate Equality Index* by the Human Rights Campaign Foundation (2009–2022)
- » Named among “100 Best Workplaces for Women” by *Fortune* (2015–2022)
- » Named among the “Best Law Firms for Women” by *Working Mother* (2022)
- » Named an “Inclusion Blueprint Champion” by *Diversity Lab* (2022)

Diversity is both a strategic goal and a core value of Perkins Coie. Our ultimate goal is to do our part to create a vibrant, diverse community within our firm, the legal profession at large and, through strategic initiatives like Le[a]dBetter, in businesses throughout the world.



We are committed to diversity at the highest levels of management. Since 2011, Perkins Coie has been one of the few firms that met the criteria for gold certification from the Women in Law Empowerment Forum (WILEF). WILEF grants certification to firms that successfully demonstrate that women represent a meaningful percentage of their equity partners, of their highest leadership positions, of their governance and compensation committees and of their most highly compensated partners.

## 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 seeking opportunities in high-growth industries. These companies need to act quickly to take advantage of rapidly changing markets, and they face significant financial, management and competitive challenges as they grow. They need smart, practical, committed legal advisors with the experience and the business sense to provide valuable corporate governance advice and the creativity to help overcome difficult challenges as they arise.

#### Project and Task Focus Areas

- » Venture financing and debt financing
- » Formations and equity issuances
- » General business counseling
- » Corporate governance advice
- » Venture capital fund formation
- » Mergers and acquisitions
- » Employment and Independent contractor
- » IP Protection

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

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. In addition to 15% off of standard hourly rates for a limited period of time for Emerging Company & Venture Capital services under Le[a]dBetter, 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

##### Contingency

Transactional legal services work is performed in exchange for a percentage of equity in the client or a stake in the deal

## 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 startups. 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 supporting contract negotiations 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

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. In addition to 15% off of standard hourly rates for a limited period of time for Employee Benefits and Executive Compensation services under Le[a]dBetter, 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



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

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#### Other Fee Arrangement Options

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. In addition to 15% off of standard hourly rates for a limited period of time for Patent Prosecution services under Le[a]dBetter, 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 trademark and copyrights are 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. The group has 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.

#### Project and Task Focus Areas

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

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#### Other Fee Arrangement Options

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. In addition to 15% off of standard hourly rates for a limited period of time for Trademark & Copyright services under Le[a]dBetter, 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



### Labor & Employment

Perkins Coie advises clients on the full spectrum of employment issues, including employee discipline and background investigations, collective bargaining agreements, trade secret and noncompetition agreements, employee benefits and executive compensation. As the volume of labor and employment regulations has increased, so has the growth of litigation in this area. When litigation cannot be avoided, we provide full-service representation in administrative proceedings, mediation and arbitration, trials and appeals.

#### 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

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. In addition to 15% off of standard hourly rates for a limited period of time for Labor & Employment services under Le[a]dBetter, 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



### Licensing & Technology

In today's business environment, technology and intellectual property rights are a top priority. Whether a business owns technology or is acquiring rights to use it, it is important to be represented by attorneys experienced in technology transactions. However measured—years of experience, number of lawyers or number and diversity of clients—Perkins Coie is a premier technology transaction law firm. We have a large group of attorneys that concentrate on structuring, negotiating and documenting a wide variety of arrangements to acquire, develop, protect and distribute technologies, both domestically and internationally. We represent emerging and established businesses encompassing virtually every segment of the technology industry, including computer information, multimedia and software developers and Internet and online service companies.

#### Project and Task Focus Areas

- » Initial consultation/assessment
- » Internal open source policy
- » Privacy policy assessment
- » Open source and/or privacy policy assessment training
- » Commercial contracts

#### Other Fee Arrangement Options

Perkins Coie offers a wide variety of alternative fee arrangement (AFA) models. In addition to 15% off of standard hourly rates for a limited period of time for Licensing & Technology services under Le[a]dBetter, 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



### Personal Planning

The Personal Planning group works with families and high-net-worth individuals, helping them define and meet their estate planning needs. We provide specialized planning for owners of closely held businesses, senior officers of public companies and entrepreneurs. The planning may involve managing financial resources through the strategic use of trusts, gifts, sales and other income- and wealth-transfer devices. We implement family and philanthropic goals while minimizing income, gift and estate taxes.

#### Project and Task Focus Areas

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



## Real Estate

Negotiating a lease for your company's office or facility can be precarious. 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 services encompassing the full range of commercial real estate. With more than 70 lawyers in offices across the country, the 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, compliance with laws, limitations on the landlord's liability, operating expenses and exits. Our real estate attorneys also advise clients on the entire range of ancillary issues that 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

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

#### Fixed Fee Portfolio

One set price for a portfolio of 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