



VLP's David Goldenberg Featured in the *San Francisco Business Times* Article "Virtual-before virtual was cool"

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[David Goldenberg](#), founding partner and former member of VLP Law Group's executive committee, was recently featured in the *San Francisco Business Times* article "Virtual-before virtual was cool". In this article, David shares his experience and insight on the "virtual law firm", how this model has changed and its perception with clients.

Q: What is your firm's sweet spot for work? A: Two areas. One is specialized practice attorneys. For example, we have someone who only does sweepstakes-handling new sweepstakes contests. It's not the kind of practice you succeed at in a traditional (big) law firm. And also the corporate transactional attorney with a half million dollar to \$2 million book of business.

Q: What kinds of clients do you have? A: Some of the biggest retailers in the world. Fortune 500 clients. Stanford University. Silicon Valley Bank and a ton of small private companies.

For full article, please [click here](#)

David Goldenberg's practice covers a range of clients, many of which are growth-oriented technology companies. He generally counsels companies throughout their lifecycle and helps them with a variety of contractual and corporate matters. He also counsels executives on employment matters.

David also works with company founders, investors and related parties on preferred stock, common stock, convertible debt, secured loan, up-round, down-round, bridge, warrants and other types of financing (over 80 financings completed), and has worked on multiple mergers at all size levels, from \$6 million to \$1.9 billion, as well as licensing, strategic partner and IPO transactions. He has also advised publicly traded companies in mergers and acquisitions, financing, corporate governance, stock option and executive compensation.