



**VLP Partner David Goldenberg to Speak at the
Santa Clara County Bar Association**

San Jose, CA (October 30, 2013) – VLP Partner David Goldenberg will be a panelist at the SCCBA's upcoming MCLE seminar, Law 3.0: Creating a Successful Law Practice for the Future.

Knowing how to adapt and reinvent your law practice by using legal technology is not a luxury; it is an absolute requirement for a successful law practice. Cloud computing is becoming the No. 1 place for investors to support IT development, and law is the latest industry IT developers are targeting. Combine this with the plethora of non-lawyer legal document sites pecking away at the "latent legal services market", and the mandate is clear: if you want to stay in business, you must create a way to offer legal services online. The ABA-LPM's eLawyering Task Force has defined virtual law practice as "a professional law practice that exists securely online, is accessible to the legal professional and his or her clients, and provides an environment where the client can purchase and access legal services securely online." The last several years has seen this concept morph into a variety of business models.

This presentation includes the fundamentals of a virtual law practice, including cloud technologies that facilitate communication, productivity and efficiency; marketing; and ethics. We will also present the use of this technology in different business models: virtual-only, hybrid and multi-jurisdictional.

For additional information about this program, please click [here](#).

Speaker Bio: [David Goldenberg](#)