



VLP Law Group LLP is pleased to announce this upcoming webinar:

Software in the Cloud and Common Issues in Contract Negotiations

Thursday July 10, 2014

11 am - 12 pm (PST) / 2 pm – 3 pm (EST)

The use of cloud-based solutions for delivery of software applications is growing rapidly due to advantages such as the ability to reduce IT operational costs by outsourcing the hardware and software maintenance and support to the vendor of the cloud-based solution, and to simplify the process of updating/upgrading the software. While cloud-based solutions share much in common with traditional licensing models, there are key differences, not the least of which is that the user of the cloud-based solution no longer controls the security and integrity of its data stored in the software application. The discussion will focus on these key differences between cloud-based software solutions and traditional software licensing models, and the ways in which those differences manifest themselves in the contract between the software vendor and its customer and in contract negotiations. The presentation will address contractual provisions that are unique to cloud-based software solutions, as well as the ways in which contractual provisions that are common to traditional software license agreements need to be looked at differently in the context of a cloud-based solution.

What You Will Learn

VLP Technology Transactions Partners Melody Torbati and Brian Swanson will discuss cloud-based software solutions and provide a comprehensive look at contracts for cloud-based software solutions vs. traditional EULAs, including data provisions and issues, SLA/Support provisions and issues and other typical provisions and issues in contracts and negotiations for cloud-based solutions.

Intended Audience

CEOs, In-House Counsel, Technology Directors, CTO's, CIO's, COO's and business owners. Of particular interest to companies that have recently begun using or that are considering the use of cloud-based software solutions for key business operations and to software vendors that have recently begun offering or are considering offering their software in a cloud-based model.

Speakers

[Melody Torbati](#) is a Partner and a member of VLP's Technology Transactions Practice Group. Her practice is focused on business transactions involving the licensing, distribution, development and

transfer of technology, content and other intellectual property.

Melody counsels clients ranging in size from emerging phase companies to public companies in a wide variety of industries, such as healthcare, telecommunications, Internet content distribution, web security, mobile device management and film production. Melody regularly negotiates software licensing and SaaS agreements for clients on either side of the transaction. Many of the transactions that Melody has worked on involve implementation of information technology systems and data transfers, and outsourcing of major business functions of a company. She also has extensive expertise in general commercial agreements such as sourcing transactions, distribution transactions, strategic alliance transactions and joint venture transactions.

[Brian Swanson](#) is a Partner in the firm's Technology Transactions and Life Sciences Practice Groups with more than 18 years of experience counseling clients on a wide range of domestic and international technology and commercial transactions. Brian focuses his practice on the healthcare and technology industries, and his clients range from start-ups to Fortune 1000 companies.

Brian advises clients on transactions that encompass the range of business functions within a company. This includes sales and distribution transactions such as SaaS agreements and software licenses, sales contracts, OEM, VAR and other distribution arrangements, and strategic alliances and other corporate partnering arrangements, as well as R&D and production transactions such as patent and other in-licenses, development and supply agreements, consulting and professional services agreements and outsourcing and contract manufacturing agreements. Brian also has significant experience representing medical equipment, software and service vendors to the healthcare industry on transactions and issues specific to such clients.

This is a complimentary event and we hope you will join us. Please register for the webinar by clicking on the event website [VLPRegistration](#). After registering, you will receive confirmation along with detailed instructions to access the webinar.

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