






## Mark D. Bradford

*Attorney*

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Mark D. Bradford is a Partner at VLP. He specializes in executive compensation, equity compensation, and employee benefits for clients ranging from start-ups to emerging growth public companies. He also represents individual executives, ranging from Fortune 500 C-suite members to start-up founders, in negotiating employment, termination, and severance arrangements. In addition, he represents individuals and management teams in significant M&A transactions.

Mark has over 20 years of experience as an executive compensation and employee benefits attorney. In over 200 cross-border and domestic M&A deals, he has represented buyers and sellers, with transactions ranging in size from a \$1 million acquihire to a \$7 billion sale of a major client. In connection with these transactions, Mark has negotiated and drafted deal-related agreements, including employment, incentive, retention, severance and non-competition, and worked on post-closing integration matters. He has also worked with more than 35 companies on compensation matters arising out of their initial public offerings.

Mark has drafted hundreds of executive employment, equity and cash incentive, change in control, retention, severance plans, and non-competition and non-solicitation arrangements for emerging growth companies backed by both venture capital and private equity investors. He brings a wealth of experience and perspective regarding the culture and business needs of Silicon Valley companies when providing counsel to in-house legal, human resource, finance, tax, and stock administration professionals.

Prior to joining VLP, Mark was a senior associate with Gunderson Dettmer LLP's Executive Compensation Group. Prior to Gunderson, he was an associate with Cooley LLP's Compensation &

Benefits Group. Mark began his career in the area of executive compensation and employee benefits at Brobeck, Phleger & Harrison LLP where he was an associate in the Executive Compensation, Employee Benefits and Taxation Group.

Mark received a law degree and a master's in taxation from Boston University School of Law. He received a bachelor's degree in both Economics and Political Economy of Industrialized Societies from the University of California at Berkeley.

## Practice Areas

- ➔ Executive Compensation
- ➔ Corporate
- ➔ Emerging Growth Companies & Venture Capital
- ➔ Mergers & Acquisitions
- ➔ Securities & Capital Raising
- ➔ Tax
- ➔ Family Offices

## Admissions

- ➔ State Bar of California

## Education

- ➔ LL.M., Boston University School of Law, Graduate Tax Program, 1995
- ➔ J.D., Boston University School of Law, 1994
- ➔ B.A., Economics and Political Economy of Industrial Societies, University of California at Berkeley, 1990

## Recent Publications

- ➔ VLP Partner Mark Bradford Authors "Incentivizing the Executive Team Before an IPO or Sale," for The Entrepreneur's Roadmap, a Publication of the New York Stock Exchange (Jun 13, 2017)

## Blog Posts

- ➔ Are You Ready For Section 409b? New Legislation Threatens Dramatic Changes to Most Compensation Arrangements (Nov 8, 2017)
- ➔ Will Traditional Stock Options Remain A Lure for Startup Employees? (Sep 20, 2017)
- ➔ It's Time for Companies to Start Preparing for Tax Time: Annual Reporting Requirements Applicable to Equity Awards (Jan 27, 2017)