



## GLOBAL CAPITAL

GLOBAL CAPITAL STRATEGIC GROUP | GLOBAL CAPITAL LAW GROUP P C

DIGITAL ADVERTISING      VIRTUAL REALITY      M&A  
STRATEGIC ALLIANCES      DIGITAL CONTENT      SAAS AGREEMENTS  
DIGITAL CONTENT LICENSES      MOBILE IP      CROSS PLATFORM LICENSE  
INTERNET ADVERTISING      INDONESIAN ALLIANCES      INTERNATIONAL EXPANSION  
MOBILE ADVERTISING      ARTIFICIAL INTELLIGENCE  
TRANSBORDER M&A      DISTRIBUTION AGREEMENTS  
CROWDSOURCING      OPEN SOURCE      VENTURE CAPITAL  
CLEANTECH      EUROPEAN TRADEMARKS      STRATEGIC ALLIANCES  
NANOTECH      TRADEMARKS  
TRANSACTIONAL LAW      MOBILE APPS      SPACE COMMERCE  
ART LAW      SOFTWARE      INTERNATIONAL DISTRIBUTION  
EU LAW      MUSEUM LAW      COPYRIGHT  
MEDTECH      RAISING CAPITAL  
BIOTECH      NFC AGREEMENTS

The law firm and strategic consulting firm of GLOBAL CAPITAL counsel clients who want to accelerate growth or innovation, whether a multinational, a startup or a museum.

Clients like our pragmatic approach: *Advice that makes business sense.*

## OUR LAW PRACTICE

GLOBAL CAPITAL counsels domestic and international clients on legal issues inherent in the deployment of intellectual & financial capital—a merger or acquisition, foreign market expansion, a strategic alliance, a digital content license, a mobile deal, starting a new entity or raising capital.

Our clients range from global corporations such as Deutsche Bank, News Corporation, MySpace.com to start-ups. Industries represented include digital media, Internet, software, mobile, medical and biotechnology, nanotechnology, consulting firms, environmental technology, advertising, art galleries and museums and other cultural institutions.

## THE DIFFERENCE

Some of the things that distinguish us:

- *International presence & expertise:* Lawyers fluent in English, Spanish, Italian and French—and an associated office in Italy, along with associated offices elsewhere in Europe and Asia.
- *Strategic consulting firm:* Global Capital Strategic Group with professionals on call in key regions around the world.
- *Virtual Presence:* A boutique firms with a structure that lowers overhead and therefore reduces billing rates by capitalizing on new technology (some provided by our clients).

LOWER COST & HIGHER VALUE. We use “flexible billing” such as deferred and flat fees and start with lower rates because of our lower overhead. We do not “nickel and dime” clients with additional charges for phone calls, overtime work, faxes and routine photocopies.



## REPRESENTATIVE ENGAGEMENTS

**STRATEGIC TRANSACTIONS.** Strategic alliance formation to exploit licensed properties in foreign markets ▪ Created alliances with telecoms for mobile distribution of mobile games ▪ Advised European film & broadcast company on distribution terms ▪ Negotiated investment in and sale of web-based entertainment and information assets ▪ Negotiated international agreements for online services company ▪ Prepared principal agreements for large-scale investment and management of solar power plant in Italy.

**CORPORATE MATTERS.** Created corporate structure for startup with new virtual world ▪ Recommended subsidiary structure to strengthen competitive posture ▪ Advised social network subsidiary of multinational corporation on all license agreements ▪ Negotiated all license agreements and strategic alliances for web presence for 150+ television stations ▪ Negotiated digital rights management services for entertainment company.

**VENTURE & STARTUP PRACTICE.** Mentored more than 150 Italian startups on raising capital, international expansion and commercialization ▪ Advised Italian startup on Eastern European expansion and subsidiaries ▪ Advised on private equity and venture capital investment process and terms for \$100+ million Internet company ▪ Developed international reseller strategy and negotiated SaaS and systems integration agreements ▪ Negotiated seed and angel term sheets for multiple European startups ▪ Advised venture capital fund on investment selection ▪ Structured parent and international subsidiaries for startup ▪ Negotiated strategic alliances to exploit licensed properties in foreign markets ▪ Negotiated international mobile publishing deal for mobile game developer ▪ Served as mentor and judge in various international startup bootcamps and competitions (Intesa San Paolo, Mind the Bridge, SeedLab, TechHub, TechPeaks, SocialAppItalia, Startup Weekend) ▪ Negotiated acquisition of startup by multinational ▪ Acquired content & technology licenses for television network Web & mobile presence ▪ Negotiated IP agreements for Web 3.0 start-up ▪ Negotiated acquisition terms of biotech company by Fortune 50 company ▪ Negotiated marketing & distribution agreements for genetic diagnostic company with



nanotech IP ▪ Provided strategic analysis for Internet ad companies on intellectual capital ▪ Drafted and managed master service and licensing agreements for interactive advertising company.

**ART & CULTURE PRACTICE.** Served as interim general counsel for multinational art fair ▪ Negotiated all agreements for VR content development company ▪ Developed licensing strategy for museum and archive ▪ Advised on import/export requirements for conservation efforts on artworks in private collection ▪ Served as interim general counsel for newly-formed museum ▪ Advised museum on digitization and commercialization strategy and drafted and negotiated all related agreements ▪ Helped restructure museum organization and introduce “Lean Startup” method for new exhibits ▪ Represented photographer in global enforcement of copyrights ▪ Helped form museum-related startup and negotiated initial investments, corporate structure and distribution agreements ▪ Advised private collector on commercialization strategy for large archive ▪ Negotiated donations and donation policy for museum and library ▪ Prepared all documents for corporate structure of gallery and for its acquisitions and sales.

## SENIOR INTERNATIONAL LAWYERS

We use professionals appropriate to the engagement—not necessarily those on our payroll. We’ll brag: Our professionals have degrees from places such as The University of Chicago, Berkeley, Michigan, Stanford and UCLA, to name a few. Professionals are fluent in English, Spanish, Italian and French. Below are brief biographies of three:

### JAMES C. ROBERTS III

*JD*            *University of Chicago*  
*MA*            *Stanford University*  
*BS*            *University of California, Berkeley*

James is the managing principal of the firm and leads the strategic consulting practice of Global Capital Strategic Group. He counsels clients on mergers & acquisitions, strategic alliances, joint ventures, licensing, intellectual property and international markets. He works closely with museums, galleries and others on invigorating such entities to take advantage of



new digital opportunities. He regularly speaks on venture capital and startups and serves as a mentor and judge in numerous startup competitions, bootcamps and accelerators. He has developed more than 30 training modules for startups.

James negotiated the first software licenses for *Peanuts* characters and licenses for such other properties as *The Flintstones*. Prior to his legal career, he was at SRI International (formerly Stanford Research Institute), conducting strategic analysis in Southeast Asia, the Middle East and Europe.

James is the Chair of the Licensing Interest Group of the State Bar of California and serves on the steering committee of the Creative Media & Behavioral Health Center of the University of Southern California. He is Director Emeritus of the Mayme A. Clayton Library & Museum and. He speaks English and French and basic Italian and “commutes” between the US and Milan, Italy. He is admitted to practice in California.

#### **RICHARD M. GEE**

*JD*            *Loyola Law School*  
*BA*            *UCLA*

Richard, of counsel to Global Capital, specializes in business acquisitions, mergers and dispositions with expertise in venture and equipment financing and related documentation as well as shareholder, partnership, joint tenancy and LLC operating agreements. His expertise also includes intellectual property acquisition, disposition, licensing, clearance and registration as well as entertainment contracts. A native Spanish speaker, Richard has represented several Latin-American companies in business matters both in the United States and in Latin America. He most recently served as Business Affairs Manager for Univision Music Group, the largest Latin music label. He is admitted to practice law in California.

#### **CRISTINA MANASSE**

*Laurea*        *(Italian JD), University of Milan*  
*MA*            *Intellectual Property, University of Bocconi*  
*Post-graduate degrees in EU Law & Economics, University of Milan*

Cristina, Italian counsel to Global Capital, specializes in corporate and commercial law, art law and intellectual property. She frequently serves as the Italian equivalent of “of counsel” to other law firms and entities that require her specialized expertise. She is fluent in Italian, English, Spanish and French.

In commercial and corporate law, she drafts and negotiates agreements relating to mergers & acquisitions (including cross-border transactions), strategic alliances, joint ventures, international distribution and licensing.

In art law, Cristina advises participants in the art world on all legal issues related to art and intellectual property (e.g., licensing, restitution, digitization, exhibitions, purchase and sale, inheritance, title and provenance, forgeries and IP rights protection) and also on digital



matters and business models. She advises private and institutional collectors, museums, art galleries, auction houses, cultural organizations, artists, media & broadcasting companies and publishing houses. Media have included photography, artworks (such as paintings and sculptures), music, books and other literary works, cultural artifacts, ancient documents, TV programming and digital content.

Cristina works closely with the ASK Centre (Art, Science and Knowledge) of Bocconi University, Milan, as a specialist for art law and intellectual property law.

She has lectured at numerous conferences and several universities, including the University of Milan where she also served for several years as a teaching assistant, and she has published articles on commercial and art law issues. From 2006 through 2008 she was co-chair of the Art, Cultural Institutions and Heritage Law Committee of the International Bar Association, after having served in various other capacities as an officer of that committee from 2001. She was also the Italian national representative to the European Lawyers Association.

## GLOBAL CAPITAL

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CALIFORNIA | MILAN

PLEASE CONTACT

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