

# Karin McKercher

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## Summary

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Extensive experience working with early-stage businesses on formation and governance, debt and equity finance, strategic partnership formation and documentation, technology agreements and intellectual property transactions.

## Legal Experience

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### **Indie Vinos, Inc., 2010-present**

#### **CEO/co-founder and acting in-house counsel**

Serving as leader and in-house counsel for early-stage technology company operating in highly regulated industry. Research regulations, identify business opportunities, define and implement fulfillment and payment systems, and prepare winery partner agreements that are compliant with regulatory requirements. Negotiate and document strategic partnerships and outside investor relationships. Prepare end-user agreements, website terms and conditions and privacy policies. Review and execute licensing agreements with software vendors.

### **Ater Wynne, LLP, 2006-2010**

#### **Of Counsel**

Represented early-stage, primarily technology businesses and angel investors, as well as serving as lead counsel to the Oregon Angel Fund, Oregon's largest angel investment group. Advised entrepreneurs on form of company best suited for business plan and growth strategy. Counseled start-up clients on fundraising strategies. Negotiated terms of and prepared documentation for debt and equity financings. Assisted client companies with due diligence preparation and performed due diligence on behalf of institutional investors. Developed thorough understanding of client companies' businesses and strategies and worked closely with them to structure, define and prepare end-user, licensing, website and partnership agreements that aligned with those strategies. Advised clients on strategies and systems for managing value of intellectual property assets. Worked closely with Oregon Angel Fund to define fund structure, prepared fund documentation and managed closing of annual funds.

### **idea advocates law group, PC, 2001-2006**

#### **Managing Partner/Founder**

Innovative flat-fee practice included business formation, intellectual property, software licensing and general business matters for small and early-stage businesses and entrepreneurs. Built business from 0 to 65 active clients. Successfully negotiated employment opportunities with Ater Wynne for the firm's three team members and ported nearly all clients. Responsible for all aspects of firm management, including trust accounting, lease negotiations, marketing, business development and client relations.

**Ambrose Law Group, 2000**

**Associate/Strategic Planner**

Practice included general business and intellectual property matters. Worked with firm management to identify ancillary business opportunities. Engaged in strategic planning to identify firm's strengths and weaknesses. Performed research to discover potential opportunities for future business and pinpoint threats to the firm's existing business. Prepare business plan for new business opportunities that defined a structure that was compliant with state bar regulations.

**David Owens & Associates, 1998-1999**

**Law Clerk**

Served as certified law clerk for general practice law firm, working the maximum number of hours allowed for full-time students by the American Bar Association. Performed research and prepared legal memos and court documents. Reviewed and cataloged evidence for litigation matters.

**Additional Experience (10 years of marketing employment prior to entering law school)**

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- 20 years' experience effectively managing projects from ideation to implementation by defining goals and objectives, determining timelines, roles and responsibilities, identifying metrics and monitoring performance.
- 12 years' experience creating long-term value from customers, markets and relationships.
- 14 years' experience conducting organizational and departmental level strategic planning, communicating goals and objectives to teams and prioritizing action items.
- 16 years' experience managing brand-level messaging by defining positioning, look, feel and voice of brand, and using various media — including print, email, social media and face-to-face — to effectively communicate brand value.

**Education**

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- JD, Northwestern College of Law of Lewis & Clark College, 2000  
Finished among top 30% while clerking maximum hours  
Jessup International Moot Court
- MBA, Portland State University, 1997. International Management and Marketing emphases.
- BS, Business Communications & Management, Concordia University, 1994
- University of Oregon, School of Journalism, 1983-1987

**Community Involvement & Select Accomplishments**

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- Oregon Entrepreneurs Network (OEN). Served several terms on OEN's board of directors and chaired several committees.
- NW Business for Culture & the Arts, Art of Leadership, Class of 2007.
- Portland Business Journal's "Forty Under 40", March 2004.
- International Association of Business Communicators/Oregon Columbia Chapter award recipient for excellence in communication, 1991.