

Asawari Shirodkar

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Senior legal professional with 12+ years experience as an instrumental member of & advisor to executive management; implementing strategic growth initiatives; creating powerful internal & external alliances; building & mentoring a sophisticated cost effective team; overseeing all aspects of corporate governance and managing the corporate legal function through crisis & change, by combining business judgment with legal skills gained during diverse in-house legal management & law firm experience.

Skills

Strategic Legal Counsel | Contract Negotiation & Drafting | Intellectual Property Rights Management | Licensing | Technology & Software Agreements | Technology Laws | Data Privacy | Data Security | Corporate Laws | Corporate Governance | Regulatory Compliance | Competition Laws | Cross Border Transactions | Foreign Exchange Management Laws | Employment Laws | Executive Benefits & Compensation | Mergers & Acquisitions | Joint Ventures | Private Equity | Litigation Management & Support | Due Diligence | Risk Assessment & Management

Work Experience

International Legal Counsel (April 2016 – present) **India, Southeast Asia, UAE & Australia**
Independent Legal Consultant with Fortune 500 Companies, Global Corporations & Start-ups

Consulting with companies in **technology, fintech, e-commerce, food products, healthcare and communication** on a broad range of matters including **contract negotiations & drafting, intellectual property rights, technology transfers, software licensing, data privacy, data security, cross border transactions, strategic legal & business counsel, start-up advisory, compliance requirements impacting market entry strategy, structuring compliance programs, conducting compliance audits, risk assessment & management, mergers & acquisitions and venture capital funding.**

- As Legal Counsel for **an Emirati food products group**, advising on divestitures, corporate restructuring, international acquisitions & Greenfield projects; conducting legal & compliance audits; conceptualising a comprehensive compliance program; negotiating & drafting complex transaction documents; conducting IPR audit & devising an IPR strategy; and drafting data security policies.
- As primary Legal Counsel for an **Indian technology company**, provided legal advice in all technology sourcing matters impacting enterprise operations including Strategic Partnership Agreements with technology service providers; Multi-Channel Agreements; Business Process Outsourcing Agreements; Software License Agreements (including SaaS, PaaS & open source); negotiated & advised on execution of a complex, multi-component, worldwide Enterprise Software license; and negotiated several technology licenses valued at more than \$35 million.
- As sole Legal Counsel for an **entity utilising robotics & artificial intelligence to bring to life consumer products**, negotiated strategic software license (outbound) & service agreements; negotiated a five-year \$15 million technology license, implementation & service agreement; developed & implemented a legal due diligence process for product release to ensure appropriate licenses were secured & intellectual property was used in compliance with such licenses; and trained staff on matters including code of conduct, patents, copyrights, trademarks, knowhow & trade secrets.
- As sole Legal Counsel for fundraising in a **technology startup founded by women**, planned, managed & advised on all aspects of fundraising; formulated a corporate structure for the business; improved & updated the investment proposal; facilitated legal due diligence by investors; reviewed & verified source of funds of investors; negotiated deal terms; reviewed & negotiated transaction documents; and supervised fulfilment of conditions precedent to closing.
- As Lead International Counsel for 3 national early stage start-up acquisitions worth \$13.5 million by a top **Indonesian e-commerce company** managed due diligence, documentation support & post-closing integration; sole counsel for VC funding; drafted & negotiated technology transfer & software licensing agreements; conducted internal compliance due diligence for the company; and conducted in-depth research of laws & regulations for e-commerce issues related to website development, email marketing, text SMS marketing & mobile location-based advertising & created compliance policies basis the same.
- As Legal Advisor to a **Singaporean entity providing cloud-based platforms as enterprise payment solutions**, negotiated amendments to partner agreements with MasterCard & American Express; and negotiated & drafted agreements with various entities across APAC for customisable mobile wallet solutions for P2P transfer, Remittance, Top Up channels, Virtual Payment Cards, Loyalty Points & Rewards, Promotions & Offers and Social Payment Platforms.

- As Fintech Legal Counsel for a **Singaporean financial services company**, undertook a project to identify, minimise & simplify credit documentation used in Asian jurisdictions; provided strategic & legal support to launch of fintech products; drafted responses to fintech consultation papers issued by the Monetary Authority of Singapore; conducted internal training seminars on legal implications of fintech; and advised on matters related to privacy, anti money laundering & know your client.
- As Asia Legal Counsel for expansion in Asia by a **global payments service provider offering carrier billing solutions**, negotiated partner agreements with merchants & network operators across Asian; prepared guidelines for data protection under competition law investigations in Singapore & India; and formulated legal procedures for privacy, fraud prevention & data security for the respective jurisdictions.
- As International Legal Consultant for an **Australian Healthcare enterprise**, spearheaded formulation of the long term trademark strategy & provided inputs on drafting & filing of patent applications; lead counsel on Series A funding; formulated data privacy & data security regime; drafted employment agreements; and formulated legal strategy for authentication requirements for healthcare technology.
- As International Legal Counsel for an **Australian company which facilitates global medical tourism**, undertook reverse due diligence on the strategic investor; drafted & negotiated investment agreements, service agreements & other business agreements; and provided detailed inputs on legal compliance requirements in markets where the company's clients would travel for medical tourism.
- As Legal Counsel to a **Southeast Asian entity providing a subscription video on demand platform**, advised on legal compliance impacting market entry strategy across APAC. Drafted & negotiated (i) software & technology agreements worth \$15 million; (ii) agreements for acquisition or licensing of rights worth \$10 million; and (iii) agreements for cross border M&A for increasing the company's reach.

Globosport Group of Companies (April 2008 – March 2016)

APAC & UAE

An international media, sports & entertainment conglomerate

Director Legal, International Premier Tennis League (January 2015 – March 2016)

General Counsel, International Premier Tennis League (June 2013 – December 2014)

General Counsel, Globosport Group (April 2012 – January 2016)

Senior Legal Counsel, Globosport Group (April 2010 – March 2012)

Legal Counsel, Globosport India Private Limited (April 2008 – March 2010)

Hired to serve as the first internal Legal Counsel and develop a full-service in-house legal function.

Recruited, trained, mentored & led a sophisticated and cost-effective in-house legal team. Managed all corporate legal functions and provided legal & general business counsel to Boards of Directors of the Group. Spearheaded complex contract negotiations across diverse business verticals.

- Provided strategic legal, structural & business planning for divestitures and corporate financial transactions. Developed the corporate structure for a team-based tennis league showcasing top international players in Asia and undertook its establishment as International Premier Tennis League.
 - Lead counsel on all M&A transactions, including acquisitions, joint ventures, investment assets and co-branding relationships.
 - Developed & directed corporate legal function; selected & supervised outside counsel; undertook litigation management; proactively identified & managed legal risk; and mitigated litigation costs.
 - Ensured corporate governance and supervised general corporate matters.
 - Managed all aspects of regulatory affairs. Collaborated & fostered good working relationships with regulatory bodies. Advised on applicable legal & regulatory compliance and strategized, structured & implemented compliance programs basis the same.
 - Administered intellectual property management including brand protection & enforcement.
 - Structured, drafted & negotiated diverse complex agreements including those for mergers, acquisitions, sponsorships, distribution, licensing, merchandising, broadcasting, investments, vendors & service providers, film production & asset transfers, celebrity management & preferred partner programs.
 - Drafted & continually improved internal policies for ethics, privacy, vendor and information security.
 - Advised on executive compensation matters including incentives, employment & severance agreements and stock options. Conceptualised, formulated & launched the Group's first ESOP Scheme.
 - Reviewed and revised marketing collateral & press releases.
 - Integrated & oversaw such allied corporate staff functions as human resources, contract administration, insurance, facilities and third party service providers.
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Lall & Sethi Advocates (June 2006 – March 2008)

Delhi & Mumbai, India & Colombo, Sri Lanka

India's premier Intellectual Property law firm

Head of the Mumbai (India) branch of Lall & Sethi (October 2006 – March 2008)

Head of Colombo (Sri Lanka) branch of Lall & Sethi (April 2007 – March 2008)

Legal Counsel for the ICC Champions Trophy, 2006 (India) (August 2006 – December 2006)

Senior Associate at the Delhi (India) branch of Lall & Sethi (June 2006 – March 2008)

Recruited to grow the operations & business of the organization and develop full-service branches in Indian metros & SAARC nations. Established fully operational independent branches in Mumbai (India) & Colombo (Sri Lanka) contributing \$1.3 million to the organizational revenues within a year.

- Managed complete trademark portfolios of and negotiated trademark licenses for leading global corporations, as well as advised on brand protection & management strategies in line with long term corporate strategy considered along with cultural, geographical, legal & sociological influences & trends in the region.
- Established the first overseas branch of the organization in Colombo, Sri Lanka - licensed office premises; and recruited, trained & led an 8 member team of local lawyers & administrative staff.
- Re-opened the Mumbai branch of the organization - established and led a 4 member team.
- Spokesperson on CNBC for Anti Piracy issues to advocate changes in regulatory environment.
- Supervised planning, development & execution of legislative agenda on behalf of Motion Pictures Association of America to influence pro-copyright legislative amendments.
- Managed West India enforcement operations and coordinated Anti Piracy initiatives of Motion Pictures Association of America in India.
- Legal Counsel for the ICC Champions Trophy, 2006 (India) and as such developed & coordinated brand protection & management initiatives for the ICC & BCCI in India.
- Led and mentored a team of 4 lawyers in the Delhi branch of the organization.
- Selected & supervised outside counsel to represent clients outside India to achieve litigation management and legal cost containment for clients.

A.R.A Law, Advocates & Solicitors (December 2005 – May 2006) and Juris Corp, Advocates &

Solicitors (April 2005 – November 2005) financial services law firms

Mumbai, India

- As **Senior Associate at A.R.A. Law** conducted due diligence & legal audits; reviewed & revised offer documents & prospectuses for capital market offerings; liaised with regulatory bodies for investment & other approvals; and prepared investment structures for foreign institutional investment in India.
- Drafted and negotiated transactional documents, such as purchase agreements, merger agreements, stockholders' agreements and subscription agreements.
- As **Associate at Juris Corp** drafted legal opinions on regulatory & compliance matters concerning banks & financial institutions; reviewed & revised securitization agreements; and assisted in structuring Mutual Fund Schemes & Collective Investment Schemes.
- Negotiated, structured, and drafted agreements related to mergers, acquisitions, financings, and other business combinations. Conducted corporate, intellectual property, and real estate due diligence in preparation for such transactions.

Educational Background

Curricular Information and Bar Admission: Completed the 5 year integrated law course from I.L.S. Law College, Pune and was awarded **Bachelor of Social Legal Sciences (B.S.L.) degree** in 2003 & **Bachelor of Laws (LL.B.) degree** in 2005. Admitted as a member of the bar in Maharashtra & Goa (India).

Supporting Qualifications (Diplomas): Investment & Securities Laws | Corporate Laws | Intellectual Property Laws (WIPO, Switzerland) | Comparative Cyber Laws (Asian School of Cyber Laws) | Taxation Laws (University of Pune) | Housing Laws | Consumer Protection Laws | Human Rights and Law

Languages known: **English** (native / full professional proficiency) | **Marathi** (native / limited professional proficiency) | **Hindi** (limited professional proficiency) | **German** (basic fluency) | **Mandarin** (beginner)