

# JONI LAURA, J.D., LL.M

Encinitas, CA – Open to Travel, Remote, Hybrid & On-site

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## GENERAL COUNSEL | CORPORATE COUNSEL

Experienced in-house corporate attorney specializing in intellectual property protection, licensing, IT, and legislative advocacy. Expertise in promoting diversity in innovation and assisting entrepreneurs with startup entities. Offers strategic legal advice and guidance to business leaders, displaying a talent for strategic thinking, strong business acumen to align legal strategies with business objectives, and recommending apt legal solutions.

Extensive experience in commercial, business, and transactional matters, particularly on technology contracts. Excel in policy development, adeptly drafting and implementing policies to ensure legal compliance.

### A strategic legal business partner with skills in negotiation, corporate structuring, and cost-cutting:

- **Closed 250 multi-year licensing agreements worth \$100M-\$1B within a year**, showcasing exceptional diligence, perseverance, and superior negotiation skills that yielded agreements 46% higher than the next-highest attorney in the Technology Licensing Division and 80% higher than the division average.
- **Formed a start-up subsidiary for Qualcomm MEMS technology**, a developer of iMoD technology for mobile products, by filing and vetting trademark applications, reviewing marketing content, and negotiating and drafting software licensing, manufacturing, and supply chain transaction agreements.
- **Achieved significant cost savings** by negotiating a favorable chip licensing rate with Qualcomm, potentially adding \$50M-\$100M to VAIO's bottom line and enabling the integration of superior chips into VAIO computers while ensuring affordability.

## AREAS OF EXPERTISE

Advocacy | AI | Business Development | Client Relations | Compliance | Contracts | Corporate Law | Diversity | Diversity in Innovation | Drafting and Documentations | General Corporate | Government Affairs | IoT | IT | Intellectual Property Rights (IPR) Advocacy | International Antitrust | International Contracts | IPR Licensing and Negotiation | Legal Patent Licensing | Lobbying | Policy Development | Commercial Real Estate | Regulatory | Research | Transactional Law

## TECHNICAL ACUMEN

**INDUSTRY EXPERIENCE:** BI Software | Cable Satellite | Chambers of Commerce | Customer Relationship Management (CRM) Software | Electronics | Federal Government | Information Document Management | Internet Service Providers | Website Hosting | Internet related Services | Automotive | Supply Chain Management (SCM) Software | Telecommunication Equipment | Telephony and Wireless | Training

**KNOWLEDGE OF GLOBAL BUSINESS CULTURES:** Lived and worked in Belgium for the European Commission. Work and travel experiences in Catalonia, China, France, Italy, Japan, Mexico, Peru, Spain, Switzerland, and Taiwan.

**LANGUAGES:** Fluent in French. Beginner Italian.

**SOFTWARE AND SYSTEMS:** Adobe, MS Office, SharePoint, Android, iOS

## PROFESSIONAL EXPERIENCE | KEY ACHIEVEMENTS

### Qualcomm

September 2009 | May 2023

*Qualcomm (NASDAQ: QCOM) enables a world where everyone and everything can be intelligently connected.*

### Senior Director – Legal Counsel

Provided transactional, IP, and licensing counsel. Developed strategic advocacy positions and performance metrics for Government and Public Affairs. Promoted diversity in innovation. Negotiated a 10-year renewal agreement with a previously non-compliant and antagonistic patent licensee, resulting in \$1.5B in license fees. Spearheaded launch and integration of TIPA, an online invention tool to educate underrepresented groups about patenting, securing tool placement on USPTO and World Intellectual Property Organization (WIPO) websites. Developed and delivered customized sexual harassment and company confidential information training sessions for 600+ employees in Taiwan FAB, successfully fostering compliance and prevention, evidenced by an absence of lawsuits. Authored revisions to section 101 of patent law in collaboration with a team of patent lawyers, participating in the legislative process.

- **Closed 250 multi-year licensing agreements valued between \$100M-\$1B** within 12 months, demonstrating exceptional diligence, perseverance, and superior negotiation skills. The agreements were 46% higher than the next-highest attorney in the Technology Licensing Division and 80% higher than the division average.

- **Formed a start-up subsidiary for Qualcomm MEMS technology**, a developer of iMoD technology for mobile products. Filed and vetted trademark applications, reviewed marketing content, and negotiated and drafted software licensing, manufacturing, and supply chain transaction agreements. Provided business support to \$1B Mirasol fab in Taiwan.
- **Advocated to Congress for passage of \$280B CHIPS Act**, securing funding for domestic semiconductor research and manufacturing as a member of the Government Affairs team lobbying through the Innovation Alliance, founded by Qualcomm. Because of its passage, Qualcomm will strengthen its share of the technology market, including AI and wireless supply chains.
- **Pioneered diversity in innovation** that led to a global conference series by WIPO and the adoption of best practices worldwide, spurring the establishment of mentoring programs, inclusive invention disclosure procedures, and publication of a guide addressing diversity gaps in innovation.

## Sony

May 2007 | September 2009

*Sony's principal U.S. businesses include Sony Electronics Inc., Sony Interactive Entertainment LLC., Sony Pictures Entertainment Inc., Sony Music Entertainment, and Sony Music Publishing.*

## Director and Division Counsel, VAIO

Handled all VAIO legal-related issues, including marketing, business development, and software licensing. Negotiated and drafted agreements for patents, software, marketing content, and trade secrets. Collaborated with Sony PlayStation, Music, and Movie divisions. Partnered with engineers to determine liability and fault for product defect cases and ran mock trials to determine the viability of defense supporting the litigation team.

- **Managed contentious negotiations to resolve \$5M breach of contract leading to a new \$10M annual contract**, significantly enhancing PC profitability and desirability in a competitive market. The negotiation saved the company an estimated \$2M and solidified AOL as a continuing partner with Sony.
- **Achieved significant cost savings** by negotiating a favorable chip licensing rate with Qualcomm, potentially adding \$50M-\$100M to VAIO's bottom line and enabling the integration of superior chips into VAIO computers while ensuring affordability.

## ADDITIONAL PROFESSIONAL EXPERIENCE

**Legal Counsel** | Thermo Fisher Scientific (f/k/a/ Invitrogen)

**Vice President and Assistant General Counsel** | Accredited Home Lenders, Inc.

**General Counsel** | Hot Dog on a Stick

**Ethics and Compliance Officer** | Wendy's International

**Associate** | Winthrop Stimson Putnam and Roberts

**Associate** | Graham and James

**Legal Counsel – Customs and Trade** | Department of the Treasury

## ASSOCIATIONS

Member, California, Ohio, District of Columbia and Federal Circuit Bar.

## EDUCATION AND CERTIFICATIONS

**MASTER OF LAWS (LL.M)** | American University

**JURIS DOCTOR (J.D.)** | William Mitchell College of Law

**BACHELOR OF SCIENCE (BS)** | Neuroscience and Music Therapy | Duquesne University

**MANAGEMENT DEVELOPMENT PROGRAM CERTIFICATE**, Harvard Business School

**LEAN SIX SIGMA GREEN BELT**