

HOGE FENTON: THE INTERNET WAS YESTERDAY. WHERE IS YOUR BUSINESS TODAY AND WHERE IS IT GOING TOMORROW?

Date	10.27.2015 and 10.29.2015
Time	8:00am – 10:00am PDT
Location	Zoho Corporation (Pleasanton) and Bridge Bank (San Jose)

Would your company still exist if you ignored the Internet over the past 10 years? Well, that was yesterday. Constant innovation is critical to survival. Will you embrace it thoughtfully - or be left behind?

Whether your business is manufacturing or hospitality or professional services or software development, if it's not innovating, it may be dying. But while adopting and adapting to technological advances is the key to remaining competitive, those same business accelerators confront your company with several legal challenges.

We invite you to join us for a presentation and panel discussion on the future of your business, the importance of embracing innovation, and the legal issues you need to consider as technology plays a larger role in your business and in the workplace.

Hoge Fenton is honored to present Amie Gray, the CEO of N³ Innovation and an expert on innovation and market trends. Amie will discuss significant technological trends that will change how we all do business over the next 5 years. The presentation will also include valuable insights on data mining and analysis from Pete James, the Managing Director of Computer Forensics for Precision Discovery, as well as legal insights from three of Hoge Fenton's attorneys, Stephanie Sparks, Sarju Naran, and Jenn Protas.

What We Will Discuss:

- Rapid growth in IoT (Internet of Things) connected devices: Mobile devices, wearable technology, and sensors everywhere
- Big data as an asset: Collecting, analyzing, transforming, selling, and trading data collection from millions of people and billions of things
- Social collaboration: Will email become obsolete?

- Transportation: How self-driving cars and delivery drones will impact labor costs, fuel, and our carbon footprint
- Ownership of data on “employee” devices: Are your BYOD (bring your own device) policies likely to create problems regarding ownership, access, and confidentiality of data?
- Privacy: Are you meeting your obligation to secure confidential information obtained from customers, clients, and employees? Are you sure?

Who Should Attend:

Business owners, executives, in-house legal counsel, HR professionals, and professional advisors.

Registration Details:

- Please note there are two dates, October 27 (in Pleasanton) and October 29 (in San Jose)
- Registration fee is **\$35 for non-Hoge Fenton clients**, and includes program materials and a continental breakfast
- **If you are a client**, please contact Theresa Pham, theresa.pham@hogefenton.com or 408.947.2487, to **register at no charge**
- We will offer 1.5 hours of general substantive law MCLE credit for this seminar

For more information and to register, **click here**.

Primary Contact

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