

TAG Finance Society Examines Legal Priorities for High-Tech Organizations in Georgia

Atlanta, November 13, 2008 – Strict data protection and data privacy regulations, intellectual property protection and human resource practices are some of the key priorities today's high-tech executives must balance in managing their organization's legal priorities. These were among the key discussion points at a management seminar held November 11, 2008 by the Technology Association of Georgia's (TAG) Finance Society.

The seminar was titled: "Defining your High-Tech Organization's Legal Priorities." The seminar was geared to executives facing the challenge of balancing the many legal priorities they face.

"Whether you're an early stage company or a mature organization, high tech executives need to understand the changing playing field of legal standards," noted Don Campbell, President and CEO of Virtual Management Technologies, and Moderator of the Seminar. "The legal standards for data protection and privacy, for example, have evolved rapidly over the past year and executives need to understand how these changes will impact their business."

Seminar panelists representing a cross section of high-tech businesses included Gaines Carter, Senior Counsel, Arris Group; Gary Giles, CEO Alden Analytics; Brian Nash, Member, Stites Harbison; and Jonathan Petcu, Assistant General Counsel, LexisNexis (formerly ChoicePoint).

Some of the top priorities discussed by the panelists included:

- **Managing patents and trade secrets:** many high tech organizations are faced with the challenge of managing patents and/or trade secrets as core assets of the organizations. Executives should ensure the documentation and competitive viability of the patents are up-to-date.
- **Open source software:** the panelists cautioned the audience about the use of open source software in products for resale. Embedding open source software has potential liabilities associated with its distribution and use that need to be well understood.
- **Data protection and data privacy:** this topic received extensive discussion as it relates to the day-to-day operation of a high-tech organization. The panel's consensus was that executives need to pay more attention to how they handle data for their company and their clients.
- **Contracts and agreements:** executives need to understand that their contracts and agreements are a direct reflection on their style of doing business. There is a trend toward building more customer-friendly agreements.

- **Liability management:** executives need to clearly understand the scope of the liabilities their organizations carry within their contracts and agreements. Many small to midsized organizations rarely measure the full scope of its liabilities.

The seminar was held at the LexisNexis offices in Alpharetta. For more information and a copy of the presentation, please go to: <http://www.tagonline.org/tag-finance.php>

About Technology Association of Georgia

The Technology Association of Georgia (TAG) is a non-profit organization whose mission is to support its members by generating opportunities for personal, professional and business growth. By forging strategic alliances, TAG serves as a primary catalyst to foster a rich environment for economic development in Georgia's technology community. TAG is made up of 3200 members representing technology leaders from over 1500 Georgia-based companies, affiliated technology and business organizations. For more information on TAG, visit <http://www.tagonline.org/>

About the Finance Society

The Finance Society of TAG is focused on addressing the challenges of today's technology executive in understanding the many dimensions of Finance and Administration industry standards and best practices. The society's mission is to bring together business leaders around timely and thought provoking topics and allow the dynamics of knowledge-sharing to occur. For more information on the TFS mission and 2009 programs, please go to: <http://www.tagonline.org/tag-finance.php>

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