

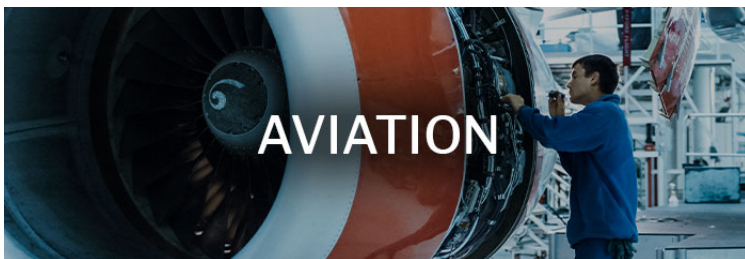
# Technology

## Overview

Carlton Fields is dedicated to addressing the full spectrum of technology companies' legal needs. We work both with established tech companies and with growth-stage firms on cutting-edge intellectual property, corporate, employment, and privacy and cybersecurity matters.

Technological advances are constant, rapid, and unrelenting. To address these challenges effectively and efficiently, Carlton Fields employs an integrated team approach to help our clients develop, protect, and capitalize on their technology assets and to help them rapidly grow their businesses. In every stage of our technology clients' life cycles, we render counsel with the goal of helping our clients succeed.

Click an image to learn more.





## AdTech

New business and regulatory challenges are emerging daily for businesses in the adtech space, and Carlton Fields' team is uniquely equipped to assist advertisers, agencies, publishers, digital advertising companies, and technology businesses with regulatory compliance, privacy consulting, data rights and ownership, terms of service, brand and intellectual property protection, M&A support, contract review, and other day-to-day technology transaction needs. [Learn more about our capabilities in adtech.](#)

## Aviation

Our aviation practice employs several licensed pilots, and we have advised international and domestic aircraft manufacturers and pilots in all manner of regulatory, litigation, and intellectual property disputes. We have particular recent experience with the use of unmarred aerial vehicles and drones, including their use in construction and survey projects and in high-density areas. We also support companies that provide software and hardware services to aviation clients and transit systems more broadly. [Learn about our capabilities within the aviation industry.](#)

## Blockchain and Digital Currency

Carlton Fields has worked for years not just to respond to the laws applicable to blockchain and cryptocurrency but also to develop that legal regime alongside our clients, who are themselves technology and business innovators in this space. Carlton Fields has taken a forward-looking



approach to working with clients on blockchain-related issues, including those arising from the use of cryptocurrencies and smart contracts. For growth-stage companies, including exchanges, we provide cost-effective regulatory, litigation, and transactional support and outside general counsel services. For established companies, including financial services firms and merchants, we partner with in-house professionals and business leaders to integrate blockchain technologies and work with cryptocurrency while minimizing legal risk. [Learn more about our capabilities in blockchain and digital currencies.](#)

## EdTech

Carlton Fields has long been trusted outside counsel to K-12 schools and colleges and universities, including some of the top private boarding schools and universities where we serve as outside general counsel. Our technology attorneys partner with this education practice to serve companies that provide software, hardware, and related consulting solutions to education customers. This support includes contract review, employment and outsourcing advice, M&A, intellectual property services, and, when necessary, litigation on intellectual property and complex billing disputes. [Learn about our capabilities within the education industry.](#)

## Esports and Electronic Gaming

Our team of technology lawyers stretches across practices and disciplines to provide innovative and tailored solutions to help our clients reach their legal and business goals in esports and electronic gaming. We combine our passion for technology and video games with our collective experience in key industries to deliver comprehensive legal services — both traditional and emerging. Our attorneys are thought leaders for esports, and we represent teams (both private and collegiate), individual talent, investors, and promoters and leagues. We also assist growth-stage companies that market to the industry. We work with publishers and content developers on corporate and employment matters, and to protect their intellectual property. [Learn about our capabilities in esports and electronic gaming.](#)

## Fintech

Carlton Fields has worked with financial services clients since our inception 120 years ago, and we have grown alongside our clients as fintech and payment technologies have made traditional banking and insurance services more accessible than ever. We support traditional banks, financial services firms, private equity, and venture capital, as well as the growth-stage companies whose ideas are fueling an explosion of innovation in fintech. We have particular experience in legal services to the crowdfunding industry and service providers in the insurance space. [Learn about our capabilities in financial services and regulatory industries.](#)

## Health Care Tech and Electronic Health Records

Our traditional health care practice has long included legal advice on emerging technologies, including sophisticated medical devices for patient care and, in the back office, electronic health records, medical billing, and records processing. This has included regulatory support, intellectual property protection, contract review, and privacy and cybersecurity advice, in this highly regulated space. In the past year, we have also advised on a number of cutting-edge telehealth and telemedicine issues. Our work for providers of electronic medical billing services, software, and support has included internal investigations, government investigations, and class action defense. [Learn about our capabilities within the health care industry.](#)

## Insurtech

Our attorneys have worked closely with in-house legal departments and service providers to the insurance industry as the past 10 years have seen cosmic shifts in the delivery of underwriting, claims adjusting, and marketing of those services. We have supported service provider clients whose customers include property and casualty, automotive, hurricane, and life insurance carriers and brokers. Our industry clients — the insurers and brokers themselves — are some of the largest insurance and reinsurance companies and insurance brokerages in the world, and we assist them in innovating and developing this technology, including through incubators. We bring this deep industry experience to scale when serving growth-stage customers and disrupters that are pushing technology forward. We provide regulatory, employment, intellectual property, and privacy support, as some of our work.

## IT, IT Infrastructure, and Cybersecurity

Carlton Fields has provided legal support to information technology and IT infrastructure clients, and recent work has included cloud providers and data centers in transactions, employment, regulatory, and litigation. We also work closely with the growing cybersecurity industry, including managed security service providers, and such work has included M&A support, privacy consulting, and contract review. Our team includes former computer engineers and former federal cyber prosecutors. [Learn about our capabilities in cybersecurity and data privacy.](#)

## Online Commerce

Carlton Fields represents some of the largest online retailers and marketplaces throughout the country, as well as companies that do business online with the public and those that support the electric and physical sides of the supply chain. Our work includes protection of intellectual property, employment advice, and cybersecurity and privacy concerns. We also represent insurance carriers and brokers, including P&C carriers and health insurance brokers, with substantial direct-to-consumer internet presence. While our legal support is holistic for our clients' needs in online commerce, our recent experience has included corporate transactions, consumer litigation (including



class actions), and cybersecurity incident response.

## Software, Mobile Applications, and Software as a Service (SaaS)

Our litigators and intellectual property attorneys, including former software engineers, have represented software and SaaS companies for years. We also have substantial experience with mobile applications, in providing legal services both to established developers and to growth-stage companies and individual entrepreneurs. Our work includes monitoring intellectual property portfolios, often at a fixed monthly cost, to ensure appropriate protections and enforcement. Recent projects have included support for distance learning software and infrastructure, including issues raised under COPPA for data collection on minors. Our attorneys also have substantial experience providing legal support to virtual reality and simulations projects.

## Telecommunications

Our telecommunications practice is nationally recognized, and we serve some of the largest mobile and telecommunications providers in the world. Recent legal issues on which our attorneys have assisted include significant mergers and acquisitions, the development of fraud recovery programs, cybersecurity advice and incident response (including as to consumer proprietary network information), and legal issues involving 5G and related technology. [Learn about our capabilities within the telecommunications industry.](#)

## Insights

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No Password Required: President at Constellation Cyber, Former FBI Translator, and Finder of Non-Magical Mushrooms

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AI Self-Driving Cars Present a Host of New Legal Issues

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No Password Required: Security Analyst at Rice University, WiCys Global Book Club Host, and No Password Required's Poet Laureate

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No Password Required: American University's Vice Provost for Research and Innovation and a Tracker of (Cyber) Unicorns

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In the Big Top Spotlight: NAIC Model Bulletin on the Use of Artificial Intelligence Systems by Insurers

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NAIC H Committee Continues as Ringmaster Coordinating Numerous Initiatives

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No Password Required: Executive Director at National Cybersecurity Alliance, a People-First Leader, and a Cyber Satirist

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No Password Required: Chief Adversarial Officer at Secure Yeti, a DEF CON Groups Global Ambassador, and a World-Class Awkward Hugger

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No Password Required: CEO and Founder of AnzenSage, Defender of the Food Sector, and Friend to Primates

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SEC Proposal Balances AI-Like Technology Use With Investor Best Interests: Has the Regulator Picked a Winner?

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No Password Required: Threat Intelligence Analyst at Recorded Future, the Ransomware Sommelier, and a Guy With a Mildly Exciting Expense Account

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No Password Required: CEO of Paragon Cyber Solutions, Family-Night Game Champion, and Calculated-Risk Taker

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Four Points for Your Artificial Intelligence Acceptable Use Policy

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No Password Required: Founder of Cyber Security Unity, Member of the Order of the British Empire, and Appreciator of '80s Soap Operas

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Four Key Cybersecurity and Privacy Considerations for Organizations Using Generative AI

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Colorado DOI Summer Reading for Life Insurers

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Florida Passes New Privacy Law: What It Means for Businesses

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U.S. Supreme Court Unanimously Upholds the Federal Circuit's Enablement Inquiry for Patent Claims

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It's 3 AM: Do You Know What Your Website Is Doing? Tips for Reducing Regulatory and Litigation Risk Stemming From Website Technologies

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No Password Required: Gautam "Gotham" Sharma, a Cybersecurity Consultant and Comedian Who Injects Fun Into Infosec

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Website Tech Fueling Privacy Litigation: How to Reduce Your Risk

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DFS Continues Focus on Cybersecurity: Issues Ransomware Guidance and Signals Increased Enforcement Actions

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Florida's New Privacy Bill Promises Big Changes

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Health Care Providers Are Under Attack. Are You Ready for 2021?

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EU Data Protection Authority Levies Its First Fine for Violations of the GDPR

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The Impending Cookie “Crackdown”: Irish Data Protection Commission Expected To Start Enforcement of Its Cookie Guidance This Fall

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The Final CCPA Regulations May Be Ready, But Is Your Business?

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The Coming Storm: DeFi and Bankruptcy Courts

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U.S. Supreme Court to Weigh in on Computer Fraud and Abuse Act (CFAA) for the First Time

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New Wave of Deaf and Blind Californians Suing Websites

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Bitcoin is Speech: Notes Toward Developing the Conceptual Contours of Its Protection Under the First Amendment

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CF on Cyber: Leveraging the Incident Response Guide to Prepare for the CCPA

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What to Do If the SEC Comes Knocking on Your Door

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Supreme Court: Trademark Owner in Bankruptcy Can't Cancel Its Trademark Licenses

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Supreme Court Upholds Ninth Circuit Decision: Antitrust Action Against Apple May Proceed

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In California, a New Era in U.S. Privacy

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Is Cryptocurrency Money? Depends on Your State

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California Passes Stringent Privacy Law Akin to GDPR

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Supreme Court Denies Insurer's Petition to Review Standing in Data Breach Class Actions

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Major Disruption in the Use of Technology and Trademarks in the Insurance Industry

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Robust Transparency Requirements for Broadband Providers After FCC Vote

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Minimum Wage in the Many 'States' of California

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SEC Warns About ICO Promotion

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When High-Tech Cryptocurrencies Meet Low-Tech Scammers

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New York DFS Tightens Cybersecurity Gaps

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Your Apps May Be Selling You Out

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New York DFS Requests Information on Use of External Consumer Data and Information Sources in Life Insurance Underwriting

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Eleventh Circuit to Weigh in on 'Business Email Compromise' Coverage Under Fidelity Bond

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Colorado Set to Regulate Cybersecurity Practices of Broker-Dealers and Investment Advisers

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NAIC's Big Data Task Force Sets Charges for 2017

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Should Your Company Purchase Bitcoin to Pay a Cyber Ransom?

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Home Depot Cyber Derivative Action Shuttered: Another Data-Breach Derivative Suit Fails to Clear Fundamental Corporate Law Hurdles

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What You Must Know about New York's Proposed Cybersecurity Regulation for the Banking, Insurance, and Financial Services Sectors

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New Federal Drone Regulations Leave Unanswered Questions

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Companies That Collect Sensitive Consumer Data Should Note the FTC's LabMD Ruling

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Learning from Venmo's Compliance Issues: How to Avoid Inadequate Privacy Disclosures

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Brexit and International IP: Changes are Coming

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Rule Change Would Let Law Enforcement Access Computers Remotely Regardless of Location

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Supreme Court Reverses Heightened Standard to Treble Damages in Patent Cases

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Share What You Know: Liability Protection for Private Entities that Share Cybersecurity Information Pursuant to Federal Guidelines

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Foreclosure of Mortgage Securing Electronic Promissory Note Affirmed

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Supreme Court's Spokeo Decision Leaves Questions Unresolved

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Continuing Data Security Lessons from the SEC

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The CFPB Takes First Enforcement Action Related to Data Security Practices

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4 Types of IP Your Startup Must Protect

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FTC's Big Data Report Provides Road Map for Insurers Using Big Data

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New Federal Law Protects Companies that Share Cyber Threat Information

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States Continue To Grapple With Data Breach Notification Issues

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Proposed Innovation Box Legislation

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Catching Up To Insurers' Use of Big Data

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Circuit Split on Standing in Data Breach Class Actions Survives Clapper

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Internet Savvy Senior Lacks Standing to Bring Website Privacy Putative Class Claims Against AARP

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Seventh Circuit Petitioned for Rehearing En Banc to Determine Whether Data Breach Class Claims Survive Clapper, Satisfy Article III Standing Requirements

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A Firewall for the Boardroom: Best Practices to Insulate Directors and Officers From Derivative Lawsuits and Related Regulatory Actions Regarding Data Breaches

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What Every Company's Board Must Know About Cybersecurity

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Second Circuit: Facebook Shareholders Lack Standing for Derivative Suits Challenging Pre-IPO Statements

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National Companies Considering Commercial Drones Must Consider State Privacy Laws

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Eleventh Circuit Court of Appeals: Warrantless Cell Site Data Constitutional

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Federal Order Addresses California Restrictions on When Wireless Providers Can Produce Documents Responsive to Subpoenas

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Data Breach Class Actions: Don't Overlook Standing Defense Just Because Plaintiff Alleges Identity Theft

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FAA Proposes Framework of Regulations For Small-Scale Commercial Drones

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Threat of Identity Theft is Not Enough: Another Data Breach Class Action Dismissed for Lack of Standing

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Target Reaches Preliminary Settlement in Consumer Data Breach Class Action

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Financial and Merchant Industries Group and Obama Administration to Address Privacy Concerns

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Is Your Company Ready to Comply with Encryption of Individually Identifiable Health Information?

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Florida Court of Appeal: Photos on Facebook are Fair Game in Discovery

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A Modern Game of Hide and Go Seek? Some Lessons Learned Following Sony and Other Widely-Publicized Data Breaches

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Is It Too Soon to File for Trademark Registration?

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Protecting the Data Lode: NAIC Addresses Cybersecurity

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Up, Up, and Away: Insurance Market for Commercial Drones Set to Take Off

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Jury Awards \$58.7 Million for Trade Secret Misappropriation After Technology Disclosure Pursuant to NDA

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No Harm, No Standing: Texas Federal Court Dismisses Data Breach Class Action

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State Insurance Regulators Target Insurers' Responses to Cyber-Attacks

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Florida Governor Signs Florida Information Protection Act

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Managing the Risks of a Mobile Workforce

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Protecting Trade Secrets from Discovery Disclosure in Florida

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Department of Commerce Seeks Public Comment on Certification Program for Death Master File Access

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What Makes a Bank's Information Security Procedures "Commercially Unreasonable?"

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Facebook Fishing Expeditions Prohibited

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Hackers' Withdrawal of Funds Not Covered Under Property "All Risks" Policy

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Allowing employees to connect own devices has risks, benefits

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SCOTUS' 'Clapper' Strengthens Data Breach Defenses

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Addressing Privacy in the Digital Age: The Loss of Practical Obscurity

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Transcending Paper: Public Records in the Electronic Age

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Access to Government in the Computer Age: An Examination of State Public Records Law

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## The Future is Female

Carlton Fields is excited to celebrate entrepreneuHERs! We recognize the specific challenges and hurdles female founders, CEOs, and small business owners face on a daily basis. Carlton Fields is not just another law firm. It was one of the first Southern law firms to hire female, Black and Jewish partners, and to adopt same-sex benefits for its LGBTQ+ employees. Selecting a female chair for its technology practice was intentional as was creating a team of female attorneys to help female founders with all of their legal needs.

Whether you are just launching your venture or busy growing it, you face critical decisions about every aspect of your business. Seeking legal advice early can help you avoid some of the most common mistakes and pitfalls that can trigger significant legal issues, ruin deals, or cause financial repercussions.

<ul style="list-style-type: none"><li>• Are you evaluating using a promissory note, a SAFE, or an equity sale to raise funds?</li></ul>	<ul style="list-style-type: none"><li>• Have you taken appropriate steps to protect your intellectual property?</li></ul>
<ul style="list-style-type: none"><li>• Are your fundraising documents and pitch deck in compliance with applicable law?</li></ul>	<ul style="list-style-type: none"><li>• Are your lease agreements structured for flexibility, profitability, and legal enforceability?</li></ul>
<ul style="list-style-type: none"><li>• Are you in compliance with all consumer data privacy laws?</li></ul>	<ul style="list-style-type: none"><li>• Are you prepared for a cyberattack?</li></ul>

<ul style="list-style-type: none"><li>• Are you maintaining adequate employment documentation, such as client handbooks or manuals?</li></ul>	<ul style="list-style-type: none"><li>• Have you considered important tax issues, credits, rebates, and incentives, such as employee retention credits, sales tax, payroll tax, Section 83(b) elections, and stock option issues?</li></ul>
<ul style="list-style-type: none"><li>• Do you have strong guidelines on conflicts of interest, nondisclosure, stock options/investment, and insurance?</li></ul>	

We are ready to help you and your company navigate the constantly evolving tech sector and elevate your trailblazing innovations.

## Our Team

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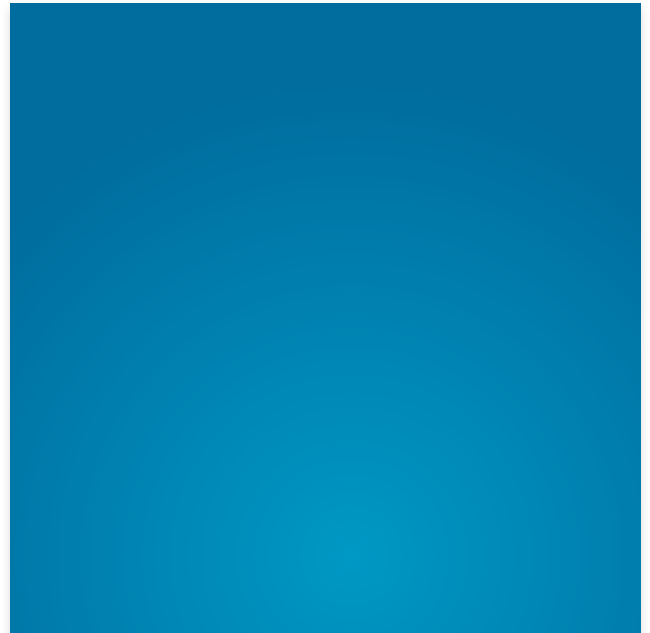
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