



## Tobi Mott

Of Counsel

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**Tobi handles complex commercial contracts for companies buying, licensing, and selling technology products and services.**

### PRACTICES

Intellectual Property  
 IT, Software and Technology  
 Transactions  
 Telecoms Transactions  
 IP For Corporate/M&A  
 Cybersecurity and Privacy  
 Privacy and Information Security

### EDUCATION

University of Colorado, J.D., 2002  
*Order of the Coif*

University of Utah, M.B.A., 1999  
*summa cum laude*

Westminster College of Salt Lake City ,  
 B.A., 1996  
*summa cum laude*  
 International Business

### BAR ADMISSIONS

Idaho

She works side-by-side with sales teams to negotiate and close strategic sales agreements with their most demanding customers, optimizing the sales to legal interface with the use of technology and process improvements. She has deep experience with SaaS/cloud services and in the telecommunications and health care services industries.

Protection of intellectual property rights and compliance with the diverse and expanding web of privacy and data security laws, regulations, and company policies are paramount. Tobi helps clients translate compliance obligations and risk management strategies into their contracts with third parties to protect their intellectual property and maintain appropriate levels of data security and protection of sensitive information.

Tobi's skill in understanding a client's strategic objectives and operational practices started with her background in corporate finance and business process development. Her collaborative approach to negotiation builds trust with business teams, promotes a positive interaction with customers and vendors alike, yet also protects her client's long-term financial and operational interests.

### EXPERIENCE

#### Sales Contracts

(check out our innovative [a/lawcrity](#) services)

- Sales to legal process optimization
- New product and service launch support
- Customer sales agreements and supporting technical documentation form tune-up
- SMB and enterprise-level customer sales agreements negotiation
- Implementation of contract generation technology and customer relationship management (CRM) software
- Playbook creation
- Sales channel support, negotiating reseller, and sales representative agreements
- RFP responses and legal review
- Hardware purchases, and consulting services

## Intellectual Property Licensing Transactions

- Procurement and vendor supply chain agreement form development and negotiation
- Technology, software, and mobile app development
- Licensing agreements
- IT and professional services agreements
- Hosted software and managed services agreements
- Non-disclosure and confidentiality agreements
- Healthcare software license and service agreements, Business Associate Agreements, and related HIPAA/HITECH compliance
- IP support for corporate merger and acquisition transactions
- Advice and counseling on Telephone Consumer Protection Act (TCPA)

## Data Security and Privacy

### Telecommunications Transactions

- Enterprise Commercial Data and Network service agreements, including Fiber Internet Access, Ethernet
- Cable service MDU (Multiple Dwelling Unit) agreements
- Enterprise service level agreements
- WiFi roaming network access agreements

### Franchise

- Federal and state franchise law compliance
- Review of franchise offering documents
- Franchising alternatives: licensing, distribution, partnerships

## CLIENT RESULTS

Leveraging her considerable experience with telecommunication service agreements, she assisted her client with the implementation of a cloud-based contract generation management system over the Salesforce.com platform. Their sales teams can efficiently generate flexible customer agreements and the company can establish appropriate controls throughout the contracting process.

## SPEAKING ENGAGEMENTS

"Blockchain Survey: Bitcoin and Beyond," *in-house presentation, co-presenter*, February 2018

"Data Is the New Oil: Minding the Gaps in Cybersecurity," *Co-presenter, Information Security Corporate Counsel*, November 2017

"Embrace CRM System: Tips for Improving the Sales Contracting Process," *Association of Corporate Counsel Best Practices Roundtable*, April 2015

## RECOGNITION

- *Managing Intellectual Property*, IP Star, 2013-2015, 2017, 2018
- Mountain States Super Lawyers® Rising Stars, Business/Corporate, 2009

## PROFESSIONAL AND CIVIC AFFILIATIONS

- Idaho State Bar, Governing Council of Business and Corporate Law Section Member
- Idaho Shakespeare Festival, Board of Trustees, 2010-2016
- Idaho Shakespeare Festival, Consulting Member, Board of Trustees, 2009-2010
- American Bar Associations, Member
- Idaho State Bar Association, Member
- Leadership Boise, 2009 Graduate