



Alison Johnson

Partner

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Alison is an experienced and trusted adviser focusing on M&A, private equity, venture capital, startups, day-to-day business matters, and corporate governance matters.

PRACTICES

Mergers and Acquisitions
 Venture Capital and Private Equity
 Emerging Growth
 Corporate

EDUCATION

Santa Clara University School of Law,
 J.D.
magna cum laude
 Order of the Coif
 Articles Editor, *Santa Clara Law Review*
 Co-founder and Vice President, Health
 Care Law Society

Santa Clara University, B.A.
summa cum laude
 Philosophy

BAR ADMISSIONS

California
 Idaho

She is also the firm-wide chair of the food & beverage and consumer products industry group. Having started her practice in the Silicon Valley with the law firm of Wilson Sonsini Goodrich & Rosati, Alison continues to run a similar fast-paced Silicon Valley style practice working with companies of all sizes ranging from a single founder to fortune 100 public companies in a broad range of industries including food & beverage, consumer products, health & wellness, e-commerce, SaaS, biotechnology, agtech, edtech, consulting, and financial services. She also represents a number of venture capital firms and angel investors investing in companies throughout the nation.

Alison is licensed to practice in California and Idaho.

CLIENT RESULTS

Financing Transactions

Represented Purely Elizabeth, a leading natural foods company in connection with a minority investment of \$3 million from 301 INC, the General Mills new business development and venturing unit.

PUBLICATIONS

"Food for Thought Quarterly Newsletter—Issue 6," *Holland & Hart Food & Beverage Newsletter*, Co-Author, 10/01/2018

"Food for Thought Quarterly Newsletter—Issue 5," *Holland & Hart Food & Beverage Newsletter*, Co-Author, 06/01/2018

"We can get better as we get bigger, Boise, by supporting new generation of business and talent," *Idaho Statesman*, June 2018

"Luck: Where Preparation Meets Opportunity," *Law Week Colorado*, 06/19/2017

"New IRS 83(b) Election Regulations Ease Paper Filing Requirements with Income Tax Return," *Holland & Hart News Update*, Co-Author, 8/24/2016

"Capital is Accessible for Idaho's Tech Entrepreneurs," *Idaho Statesman*, 4/06/2016

SPEAKING ENGAGEMENTS

"From Farmers Market to Super Market," *panelist, Boise Startup Week's Trailmix Event*, October 18, 2018

"Mitigating Food Safety Liability through Contract and Exploring the Future of Blockchain for Food Distribution," *Apple Processors Association Annual Meeting*, Coeur d'Alene, ID, June 2018

"Tastemakers: Idaho Restaurants and Breweries," *Moderator, Idaho Business Review Breakfast Series*, Boise, ID, February 2017

"The Wrong Way and the Better Way to Think About Certain Questions When Considering Fundraising," *Panelist, VentureCapital.org*, August 2015

"Startups Need to Understand the Language of Term Sheets," *Panelist, VentureCapital.org*, April 2015

"Top 10 Tips for Representing Emerging Growth Companies," *Guest Lecturer, University of Idaho School of Law*, March 2015

RECOGNITION

- *Chambers USA: America's Leading Lawyers for Business, Corporate/Commercial, Up and Coming*, 2017-2019
- *Mountain States Super Lawyers® Rising Stars, Mergers & Acquisitions*, 2018
- *Idaho Women Lawyers Innovator Award*, 2017

PROFESSIONAL AND CIVIC AFFILIATIONS

- *Idaho Technology Council, Board of Trustees (2015-present), Co-Chair, Capital Connect Conference (2015-present)*
- *Women Innovators (W.IN) – Leadership Board (2018-present)*
- *Member, American Bar Association*
- *Member, State Bar of Idaho*
- *Member, State Bar of California*