

# Alice E. Hall

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## GENERAL COUNSEL / GENERAL MANAGER

### C-SUITE LEADER WITH 10+ YEARS STARTING AND BUILDING CLEANTECH COMPANIES

In-house general counsel and C-suite business leader experienced in multinational corporate environments, technology startups, and working in/with various government entities. Team with colleagues to define and implement business models, continuously reevaluate business plans, align business goals, analyze costs and benefits, and determine and implement best practice business solutions. Expert-level judgment, perspective, and nuanced understanding of the various stakeholders and processes required to formulate policies and to implement and modify laws and regulations (international, federal, state, or local). More than 20 years of experience advising corporate and senior government leaders.

### KEY QUALIFICATIONS

- Leverage business, financial, administrative, and legal expertise to improve enterprise performance and value and decrease corporate risk.
- Fully immersed in developing IP portfolios; provide legal expertise to clean-tech, intellectual property-based companies in the energy efficiency and environmental remediation niches.
- Broad experience crafting laws and regulations, formulating public policy, and negotiating contractual rights (including working knowledge of university technology transfer programs and public and private sector licensing programs and regulations, i.e. CRADAs FARS, DFARS, EAR, ITAR, etc.).

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### AREAS OF EXPERTISE

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|--------------------------------|----------------------------|----------------------------|
| Intellectual Property (IP)     | General Management         | Financial Management       |
| Patent Prosecution             | Strategic Planning         | Corporate Risk Management  |
| Patent Litigation              | Product Commercialization  | Internal Auditing          |
| Trademark/Copyright/Online Law | Business Development       | Negotiation / Contracts    |
| Technology Transactions        | Market & Customer Analysis | Private Equity Structuring |
| Alternative Dispute Resolution | Business Model Development | Corporate Compliance       |

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### INTELLECTUAL PROPERTY / GENERAL COUNSEL EXPERIENCE

QUANTUM LEAP CORPORATION, WASHINGTON, DC (2010–PRESENT)

#### Co-Founder | General Counsel | Vice President for Government Relations

*Recruited to co-found company and build patent portfolio for startup developer and manufacturer.*

Serve on and advise executive team in developing and continuously improving business model and strategies while ensuring compliance with legal and regulatory requirements. Provide guidance to CEO on issues involving business operations, legal, commercialization, human resource, and financial activities.

- Spearheaded technical team and outside patent counsel efforts to secure provisional patent application; enabled Inocor to protect its intellectual property and begin identifying and communicating with potential investors and strategic business partners.
- Prepared firm for US market expansion by forming wholly owned US subsidiary LLC and initiating first round of outside equity.
- Cleaned up company's balance sheet and dramatically reduced the number of shareholders, thus making room for new round of investors without significantly diluting initial co-founder shares.
- Leveraged personal network of private equity, venture funds, foundations, and individuals to raise investment seed capital commitments and start raising Inocor's A round.

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ALPHABET LLC, NEW YORK, NY (2005–2010)

## General Manager | General Counsel

*Selected by world-renowned inventor to co-found, build, manage daily operations, and serve as general counsel for industrial technology startup.*

Prepared international patent applications, developed contracts and agreements, defined licensing strategies, established contract administration policies and processes, advised leadership team, planned and administered company budget, managed cash flow, oversaw investor relations, managed risk, identified new market opportunities (recently Canada and Singapore), and created business development action plans. Spearheaded government relations and manage global intellectual property marketing activities in Europe, Asia, and Western Hemisphere. Supervised 12 including accountant, global business development team, and outside counsel for corporate & securities and patent prosecution.

- Defined Alphabet's business model/plan and raised private equity for startup; filed initial patent application and directed entity formation process positioning firm to commercialize technology.
- Co-founded second company to commercially implement Alphabet's gas conversion technology; forged strategic partnerships, developed public awareness of the technology, and commenced fundraising efforts to implement design and build program.
- Increased public awareness for Alphabet's technology through partnerships and participation in high-profile US-PRC public-private sector conference on clean technology (Singapore 2010).

ABC CORPORATION, BALTIMORE, MD (2001–2005)

## Consultant | Deputy General Counsel | Associate Counsel

*Corporate securities & governance / government relations / business development & management / patent prosecution & litigation / licensing / lead counsel, IP, alternative dispute resolution, & trademark opposition / company records & electronic files management.*

Served as deputy general counsel and later litigation consultant to global hybrid technology developer possessing one of the world's most influential patent portfolios. Worked with C-suite leadership to identify new business strategies and optimize tax efficiencies; analyzed and advised on public policies, developed and implemented legislative agenda, prepared congressional testimony and oral statements, drafted and edited legislation, prepared and maintained all corporate documents and records, and successfully prosecuted US and foreign patent and trademark applications. Served as Assistant Corporate Secretary and provided periodic updates on IP matters in select board meetings.

- Served as lead in-house counsel for patent infringement litigation against Toyota for its "Hybrid Synergy Drive" hybrid-electric vehicle; identified outside counsel candidates and assisted board in selecting outside counsel, partnered with outside counsel to test infringing product, prepared complaint, identified venue and local counsel, instituted infringement action, and supported litigation staff in 10-day jury trial leading to infringement finding.
- Directed prosecution of ABC's HYPERDRIVE trademark application. Negotiated trademark coexistence agreement with BAE (who opposed the mark) allowing trademark registration.
- Negotiated 70% reduction on 10-year lease resolving breach of contract dispute, enabling the company to cost-effectively shut down unprofitable facility.
- Helped develop new business entity/licensee ("P2") to commercialize technology; served as in-house general counsel and board secretary, drafted articles of incorporation and bylaws, negotiated and raised seed capital, managed finances, and formed international joint venture.

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## PUBLIC SECTOR EXPERIENCE

*Served as advisor to members of Congress, cabinet/sub-cabinet officials, and career SES-level senior staff from 1988 to 2001. Helped formulate US Government IP policy and regulations. Represented executive branch IP policy positions before Congress to successfully advocate changes to then-existing laws. Advocated international commercial trade agendas and accompanied secretaries of Commerce and congressional delegations on IP and commercial diplomacy trips to Asia, Europe, and Latin America.*

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DEPARTMENT OF COMMERCE, OFFICE OF THE SECRETARY, WASHINGTON, DC (2000–2001)

**Deputy Director, Office of Business Liaison**

PATENT AND TRADEMARK OFFICE, ARLINGTON, VA (1995–1999)

**Director of Congressional Affairs**

**Special Assistant to the Commissioner of Patents & Trademarks**

**Assistant to the Director of Public Affairs**

OFFICE OF THE SECRETARY, WASHINGTON, DC (1993–1995)

**Confidential Assistant, Office of Public Affairs**

SENATOR MICKEY MOUSE, JR., NEW YORK, NY (1989–1990)

**Legislative Correspondent**

SENATOR DAFFY DUCK, JR., NEW YORK, NY (1988–1989)

**Staff Assistant**

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## EDUCATION

**J.D.**, New York University School of Law, New York, NY (2000)

*Graduated in top one-third of class.*

**M.A., History**, Concentration: Economics & Business (1992)

Hofstra University, Hempstead, NY

**B.A., English**, University of Maryland, College Park, MD (1988)

Admitted to practice law in the State of Maryland, State of New York,  
and US Bankruptcy Court.

Security Clearance: Top Secret, SCI with polygraph (expired)