

WOMEN LEADERS IN TECH LAW Next Generation

SAN FRANCISCO – After the events that have rocked Silicon Valley this year, are you more or less hopeful about the prospects for women in the tech industry?

That's the question that we put to all 65 of The Recorder's Women Leaders in Tech Law this year.

From a viral blog post about Uber's culture, a Google engineer's internal memo suggesting women are biologically less apt to succeed in technical fields, and allegations of harassment at some of the Valley's most prominent VC firms, this year's biggest tech stories are a reminder of the challenges that women still face in the field.

But the response from our honorees was a resounding chorus of optimism. They pointed out that you can't address a problem until you define it and that sunshine is often the best disinfectant.

As lawyers, advocates and advisors, they also have a special role to play in helping the tech industry take on issues of discrimination, bias and harassment. They have tackled some of the industry's biggest courtroom challenges, negotiated market-moving deals, and helped protect the industry's most valuable intellectual property assets. Given all these accomplishments, the optimism is understandable.

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ALLISON BLANCO

Latham & Watkins

Allison Blanco helped client Craigslist win a \$60.5 million judgment in a lawsuit against RadPad, an online real estate rental listing service that built its business by scraping Craigslist users' posts and spamming users with misleading information. Blanco developed Craigslist's CAN-SPAM and copyright claims, and worked with a team of experts to collect and analyze evidence that led to the judgment and a permanent injunction.

Describe yourself in one word.
Determined.

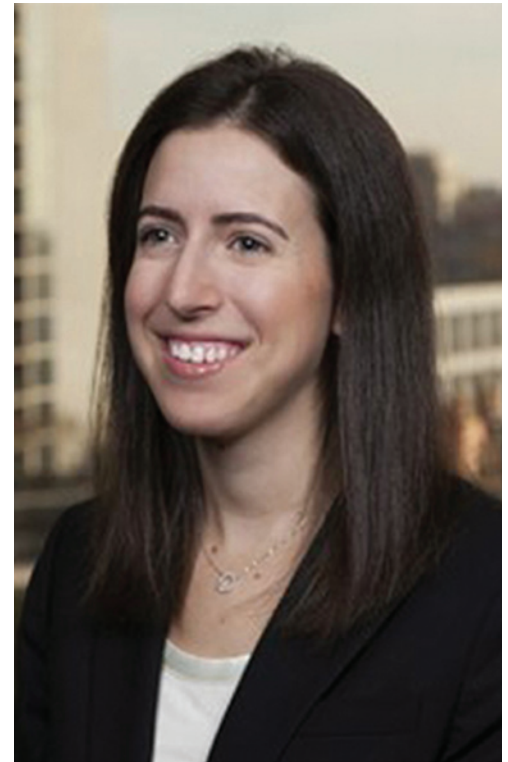
What kinds of new technologies

should tomorrow's lawyers be able to use effectively?

Tomorrow's lawyers should learn how to effectively leverage data analyticstechnologytoimprovethe way they approach case strategy, business development, and gain legal insights.

What's one area of technology that you're most excited about and why?

Artificial intelligence. The use of AI across critical sectors such as education, medicine, transportation, and manufacturing can make our society safer and more efficient. The legal issues surrounding AI are pretty interesting too!



Who is the most important mentor you've had thus far in your career? Why?

I've been fortunate enough to have several mentors at Latham who

have each been instrumental to my growth as a lawyer. However, as a young female attorney in the intellectual property group, I've looked up to and been mentored by Jennifer Barry, the global co-chairwoman of Latham's intellectual property litigation practice. She is a brilliant strategic thinker, an expert in her field, and takes the time to guide and mentor me on both substantive legal issues and navigating my career.

What's the best part of working in the tech sector?

Technology, and the legal issues related to technology, are rapidly evolving. As a lawyer, this evolution challenges me to continue learning and finding new ways to apply the law in uncharted territory.

What's the biggest challenge?

It can be challenging to apply laws that were written decades ago to emerging technologies that were not contemplated by the legislature at the time the laws were made.

How do you describe what you do for a living to people you're meeting for the first time?

I help technology and internet companies protect their most valuable assets.

What's one way technology has made your life easier?

The ability to work remotely from anywhere in the world.

One way it's made your life more difficult?

It can be hard to find a block of quiet time to focus on one complex task with the constant connectivity that technology offers, including the inflow of emails, texts and calls.

Name an important opportunity you've had in your career and what you did with it?

The most important opportunity I've had in my career was the opportunity to join Latham & Watkins as a summer associate, and then return as an associate straight out of law school. Starting my legal career at Latham & Watkins has given me an opportunity to work alongside phenomenal and incredibly talented attorneys and build a skill set and knowledge base that will benefit me and my clients for the rest of my career.

What drew you to practicing law in the technology industry?

I was drawn to learning about new technology and gaining a deeper understanding of the rights and responsibilities of companies who leverage technology in their businesses.

What's the best piece of career advice anyone ever gave you?

"Don't lose sight of the forest for the trees"—in other words, remember the big picture. Whether applied to a specific case, a problem a client is facing, or issues and decisions that impact the trajectory of my career, this advice has helped me to stay grounded and focused in challenging or stressful situations.

In 50 words or less, what's the best way to address tech's gender gap?

Encourage girls and women at a young age to pursue education and careers in science and technology. Ensure that leaders in the tech industry (both men and women) buy in, and work to promote and retain women.

—Ross Todd