



Bruce C. Doeg

Shareholder

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Bruce C. Doeg concentrates his practice in the area of business law with an emphasis on rapidly changing industries, including technology and life sciences.

Mr. Doeg has held numerous Firm leadership positions, including Chief Strategic Officer, Business Department Head and Nashville office managing shareholder.

Mr. Doeg serves as outside corporate and board counsel for companies across numerous industries, including technology, life sciences and manufacturing. He combines technology, LPM, KM and other approaches with his 29 years of deal experience to provide innovative solutions. His experience includes public and private capital formation, mergers and acquisitions, technology agreements, strategic alliances, corporate and commercial agreements, health care information technology, executive and employee compensation issues, corporate governance and business law advice. Mr. Doeg also has formed and represented venture and seed capital funds. Mr. Doeg started his legal career as a corporate litigator in Wilmington, Delaware. He has authored numerous articles and is a frequent speaker on business and technology law topics.

Representative Matters

- Represented transformative health IT company from formation to sale to a Fortune 50 company.
- Represented acquiror of Indian technology company.
- Represented acquiror of UK company that developed technology for high speed, high frequency stock trading.
- Represented acquiror of service provider of services to convenience store industry.
- Represented the acquiror of assets of Elvis Presley Enterprises.
- Represented a NYSE company in the purchase of a consumer brand dental products company.
- Represented a HIT company in expansion to the UK.
- Represented a leading website development company for automobile dealers in the sale of the company to a publicly traded purchaser.
- Represented a Fortune 50 company in the divestiture of a technology subsidiary.
- Represented a HIT payments company in its sale to a strategic acquirer.
- Represented a hospital system in outsourcing its IT department.
- Represented a publicly traded biotechnology company in an internal investigation.
- Represented a publicly traded technology company in an internal investigation.
- Represented a Fortune 50 company in outsourcing of software development and implementation project to Indian company.
- Represented a nationally known consumer products company in the sale of the assets of a subsidiary containing key brands.
- Represented the acquiror of a British technology company.
- Represented the U.S. manufacturing subsidiary of a Malaysian company in sale of company.
- Assisted in capital formation for manufacturing, technology, health care technology, biotech, oil and gas and other companies.
- Represented a technology company in dealings with the Federal Trade Commission arising out of a computer hacking incident leading to possible dissemination of personal information.
- Represented a data analytics company in an FTC investigation.
- Represented a technology company in developing open source software strategy.

- Corporate counsel for a large, publicly traded manufacturer, a large private distributor, a generic pharmaceutical company, a fiber optics company, and a leading emerging company in the electronic health records field.
- Corporate and board counsel to a non-profit foundation focused on education and protection of First Amendment principles.
- Served as the government contracts counsel for the negotiation of an asset sale on behalf of two sister pharmaceutical companies. The purchaser was a buyer affiliated with and funded by a Chinese entity. Assets sold consisted of realty and personalty in Kentucky and Puerto Rico, and purchase price, including tax credits and earnouts, equaled \$36 million. Representation involved the assignment of contracts with state and federal government agencies, the negotiation of a novation agreement and other assignment agreements, and other regulatory and compliance matters.
- Corporate and board counsel for an independent oil and gas company, an emerging biotechnology firm, a medical device company and a health information technology company.
- Represented a family car wash business in the sale of multiple locations to a global car wash company for more than \$100 million.



Professional Honors & Activities

- Keynote speaker (law vertical) in 3rd Annual Global AI Summit
- Presentation to Tennessee Chapter of Association of Corporate Counsel on Legal Project Management
- Named – "IP Star" in Managing Intellectual Property's 2013 and 2016 *IP Handbook*
- Named – "Power Leaders in Technology" by the *Nashville Business Journal* (2011, 2012, 2013)
- Listed – *Nashville Post* "In Charge" list - Technology (2010 – 2013)
- Listed in *The Best Lawyers in America*® Cyber Law from 2003 – 2005 (category changed); Information Technology Law (new category) since 2006; Technology Law (new category) since 2006; Corporate Law since 2006; Venture Capital Law since 2007; Mergers and Acquisitions Law since 2016; Business Organizations since 2019; IT Outsourcing Law since 2021
- Named the *Best Lawyers'* 2020 Nashville Information Technology Law "Lawyer of the Year"
- Board member of the Nashville Technology Council (2005 – 2011)
- Board member of the International Business Council of the Nashville Chamber of Commerce (2007 – 2012)
- Vice Chair, Board member and Executive Committee member of LaunchTN, f/k/a the Tennessee Technology Development Council (2008 – present)
- Board member of BioTN (present)
- Board member of The Contributor (present)
- Board member of the Tennessee Capital Formation Board (2008)
- Board member and executive committee member of Life Sciences Tennessee (2011 – 2018)
- Board member of the American Heart Association/Middle Tennessee Chapter (2011 – 2018)
- Adjunct Professor – University of Tennessee School of Law (Contract Drafting)
- Adjunct Professor – Vanderbilt University School of Law (Corporate and Securities Transactions)
- Guest Lecturer – University of Tennessee (Technology law)
- Guest Lecturer – Owen School of Management at Vanderbilt University (Technology law)
- Taught Tennessee State and Federal Judges in the area of technology law
- Drafted and helped enact amendments to Tennessee Securities law creating an accredited investor exemption and an exemption for employee stock option plans
- Co-Chair – "Technology Outsourcing in the Healthcare Industry," national seminar on legal issues associated with healthcare technology
- Co-Chair – American Bar Association Model Website Project
- Co-Chair – Tennessee Bar Association CLE Seminar "Legal Issues in Computer and Internet Law"

- Member – American (Business Law – Cyberspace Committee), Tennessee, Knoxville, Nashville and Delaware Bar Associations
- Named to the Lawdragon 3000 (2010)



Publications

- "Rethinking What Is Possible in Mergers and Acquisitions" (July 2020)
- "Disruptive Healthcare and the Law," *Healthcare Business Today* (August 2019)



Speaking Engagements

- "The CFO Leadership Council – Nashville Chapter" (January 2020)



Webinars

- Facing the Challenges of 2020 While Getting the Outcome You Want for 2021 (March 2021)



Education

- University of Virginia, J.D., 1990
- Duke University, A.B. in Economics, 1987, cum laude



Admissions

- Tennessee, 1995
- Delaware, 1991