

Bruce A. Ramsey

Bruce Ramsey has 35 years of experience helping companies with their legal concerns - saving business leaders time and money and enabling them to meet their business goals.

Bruce represents and serves as legal advisor to established and newly-formed technology, manufacturing, food and beverage, and service companies. He provides advice and counsel on day-to-day legal and business matters, and generates practical solutions to challenging legal issues.

Examples of his projects include: creating business entities and owner agreements; managing corporate records and governance; resolving employment issues; resolving shareholder disputes; preparing and negotiating licensing, distribution, vendor and other business agreements; buying or selling businesses or assets; and resolving unfair competition, intellectual property infringements and breach of contract matters.

Bruce gets to know his clients and their concerns and goals; he partners with them so that the best result can be reached in a timely manner.

Results

- Negotiated purchasing and licensing agreements with numerous Fortune 1000 companies and educational institutions; often in a few days or weeks thereby accelerating client's results and profits.
- Negotiated commercial lease agreements throughout the Bay Area, as well as negotiated work outs.
- Negotiated a multi-state service agreement for over \$100M, netting client 15% savings and putting client several months ahead of plan.
- Established vendor and distribution agreements for national provider of business products.
- Created separate business entities for investment group buying numerous properties throughout Northern California.
- Resolved multiple disputes client had with vendors, recovering money owed thereby avoiding litigation and the associated monetary and emotional costs.
- Registered and licensed trademark portfolio with a national service provider; resulting in over 30% savings on registration costs.

Work History

2001 to 2005 – Bruce was a partner at Morgan Miller Blair, where he chaired the telecom/IT practice and represented a diverse group of businesses.

1988 to 2000 – Bruce served as Vice President, General Counsel to SBC's and Pacific Bell's new product subsidiaries, including their long distance, internet publishing, video/cable and voicemail offerings. Stationed within the subsidiaries, Bruce obtained first-hand business experience.

Prior to 1988 – Bruce was assigned to various legal groups within Pacific Bell, including procurement, information technology, research and development, regulatory and marketing, where he obtained a wide-variety of legal and business experience.

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Areas of Expertise

- Business Law and Corporate Governance
- Business Contracts and Licensing
- Mergers and Acquisitions
- Employment
- Trademark and Copyright – licensing and registration
- Technology and Telecommunications

Education

J.D., *summa cum laude*
(graduated first in class)
Santa Clara University, 1981,
Moot Court Winner,
3-time Am. Jur. Award Winner

B.A., University of California at
Davis, Dean's List, 1976

Stanford Business School,
Sr. Executive Program, 1996

Community Activities and Memberships

State Bar of California

Associate Professor –
Cal. State Univ. 2006 Business Law

Leadership Entrepreneurship
Innovation Program Member

Contra Costa Bar Assn., Former IP
Section Treasurer

Bay Area Make-A-Wish (Pro-Bono
Counsel 1988-96, Board Member
1994-96)

Eagle Scout; Boy Scout volunteer