

**OBJECTIVE:** With 18 years of corporate and start-up legal practice, 9 years as a business owner, and 8 years teaching university classes, I can foster student learning and success through my practical teaching approach based in broad professional experience. I want to enhance university and community resources by providing subject matter expertise in the emerging and practical field of entrepreneurial law, which can improve risk assessment, strategy, and the overall success rates of student-launched businesses.

## **EDUCATION:**

**Brigham Young University, J. Reuben Clark Law School**, Juris Doctorate, 1996

- National delegate to ABA Criminal Trial Competition, Chicago, Illinois
- President, Alternative Dispute Resolution Society, 1995 (inaugural year)
- Certified Mediator, completed additional certification offered through Law School

**Brigham Young University, Kennedy Center for International Studies**, Bachelor of Arts, 1993

- Emphasis in international business and international trade practices

## **CURRENT EMPLOYMENT:**

**Brigham Young University Marriott School of Management**, Part-time Faculty

- Business Management 277 (formerly 490R) Legal Issues in Entrepreneurship, 2011-Present
- Business Management 372 Basic Principles of Entrepreneurship, 2007-Present
- Business Management 371R Women Entrepreneur Lecture Series, 2007-2012
- Developed and administered the Home Based Business Plan Competition 2007-2011

## **PREVIOUS EMPLOYMENT:**

**LDS Business College**, Employment Services, February 2013 – February 2015

- Evaluated and recommended program offerings based on job market and placement
- Counseled and mentored students in preparation for job search
- Chair of planning committee for annual L2E Conference for 1100 students

**Altiris, Inc.**, Corporate Counsel, Intellectual Property / Contracts, 2001 – 2004

- Negotiated licenses with enterprise customers (Fortune 500 companies such as Disney, HP, Fidelity)
- Performed due diligence of business opportunities and acquisition targets
- Filed and maintained trademark portfolio and administered trade secret policies and training

**Nu Skin Enterprises, Inc.**, Assistant General Counsel, Intellectual Property 1996 - 2001

Regional General Counsel South America / Pacific Regions (Concurrent assignment)

- Managed the legal aspects of launching foreign Nu Skin companies
- Arranged leases, service contracts, governmental clearances and registrations
- Built relationships with foreign attorneys to manage international trademark portfolio

**Nu Skin International Inc.**, New Market Development Specialist, 1995 – 1996

- Managed translation of corporate marketing materials, product labels and company policies
- Researched and recommended business model changes for cultural and legal compatibility
- Created uniformity in product labeling in compliance with European Community regulations

### **LEGAL CONSULTING:**

**Forever Young Foundation (Non-Profit)**, 2000-Present      **CarCrashPain.com**, 2011-2012

**Wasatch Adaptive Sports (Non-Profit)**, 2004-Present      **Matrix 42**, 2010

**Continuum iCare Inc.**, 2011-Present

**Ciaran Blumenfeld**, 2009-2010

**Phiziks Cosmetics**, 2012-2014

**Liveloop Technologies**, 2009

**iPreserve LLC**, 2011-2012

**Canadian Saska**, 2005

### **OWNERSHIP:**

**Crazy Canuck Stores, Inc.** (Provo, Salt Lake City), Majority Shareholder, 2001-2009

**Silvermark Law PLLC.**, Owner, 2006-Present

### **BOARD POSITIONS:**

**Continuum iCare**, Secretary and Legal Counsel – 2011- Present

**Business Development Corporation of Provo**, Mayoral Appointment, 2008-2011

**Utah Hockey User Group**, Trustee and Legal Counsel – 2007-2008

**Canadian Saska, Inc.**, International Advisory Board – 2005

**PIC Development**, Member, Board of Sages – 1999-2003

### **SELECT PRESENTATIONS:**

“**Intellectual Property Protection for Small Business**,” LDS Business College, Business Discovery Series, February 2014

“**Intrapreneur to Entrepreneur**,” BYU Marriott School Women’s Entrepreneurship Lecture Series, October 2008, November 2010, February 2013

“**The Opportunity of Home-Based Business**,” BYU Marriott School, HBBPC Startup Clinic, January 2010

“**Legal First Steps for Your Business**” SCESS Training Series, San Jose, California, 2010

**“Blogging Your Way to Trademark Infringement,”** SUPA Conference, Anaheim, California, April 2009

**“Protecting Donor Dollars: Trademarks for Non-profits,”** Forever Young Foundation Non-Profit Institute, Phoenix, AZ, October, 2009

**“How to Protect your Intellectual Property”** Start-up Princess Networking Event, November 2008

**“Why Size Matters: The Benefits of a Master License,”** Altiris Annual Sales Conference, Lindon, Utah. November 2003

**“Selling Pie by the Slice; Field of Use Licensing,”** Altiris Annual Sales Conference, Lindon, Utah, November 2001

**“Business Issues in Corporate Legal Practice,”** Utah Valley University, Paralegal Lecture Series, Spring 2001

**“Intellectual Property for Small Business”** Utah Valley University, Guest Lecturer in Entrepreneurship, 1999-2001

**“STARK Legislation and Physician Referrals,”** Pharmanex, Inc., Physician Training, 1998-2001

#### **U.S. PATENT:**

**“Limited Contact Telephonic Journaling,** “ U.S. Patent Application No. 8,582,730, Issued November 2013

#### **INTERESTS:**

Floristry, gardening, hiking, camping, hockey, Cougar sports, fitness

Foreign travel (destinations: England, Ireland, Netherlands, Belgium, France, Germany, Austria, Italy, Brazil, Chile, Argentina, Peru, India, Singapore, Indonesia, Australia, New Zealand and Canada).