



# BRUCE FRIEDMAN

Partner  
bfriedman@outsidegc.com

Bruce provides sophisticated legal counsel to clients ranging from start-ups to publicly-traded companies in a variety of industries, including technology, e-commerce, industrial and consumer products, manufacturing, sports and well-being, food and beverage and entertainment. He brings skills that he has developed during his experience as General Counsel for tech firms, as a partner and associate in big-law, in solo practice, and as a business executive in the shipping industry.

In addition to having a broad understanding of many areas of law, Bruce has focused on two principal practice areas throughout his career. His technology/IP practice includes technology development, transfer and licensing (inbound/outbound), SaaS (software as a service), e-commerce (B2B and B2C), cloud-based transactions, intellectual property registration and portfolio administration, data privacy compliance and security. His corporate/commercial practice includes mergers and acquisitions, joint ventures, private offerings, supply chain/outsourcing, distribution, many types of business contracts, credit facilities, corporate governance, human resources and dispute resolution.

Bruce firmly believes in keeping his clients out of court and has significant experience and success with pre-litigation dispute resolution. However, when necessary, he is very effective in managing outside litigation counsel as well as counsel for various legal specialty areas (including class actions).

Bruce is a trusted advisor to his clients and enjoys being both an objective voice and an active team member. He is an entrepreneurial attorney who understands law and business, maximizes opportunity and rationally minimizes risk. He communicates complex legal ideas in understandable language. Bruce continues to enjoy the practice of law and believes that maintaining a sense of humor while under pressure is the key to consistently obtaining excellent results.

## EDUCATION

University of Southern California  
School of Law, J.D.  
Boston University, Questrom  
School of Business, B.S., *magna  
cum laude*

## SECTORS AND SERVICES

[Technology Transactions](#)  
[Commercial Transactions &  
Contracts](#)  
[Mergers and Acquisitions &  
Finance](#)  
[Software, SaaS & Hardware](#)  
[Business Startups & Corporate  
Governance](#)  
[E-Commerce & Digital Advertising](#)  
[Intellectual Property](#)  
[Advertising, Marketing &  
Promotions](#)  
[Media, Entertainment & Sports](#)

## CREDENTIALS

**Bar Admissions**  
California

## Professional Membership & Affiliations

Member, International Association  
of Privacy Professionals

Bruce was General Counsel for Avanquest North America Inc. and its affiliates, which are operating subsidiaries of Claranova (Euronext: CLA), a publicly-traded international technology holding company. He represented Avanquest through and after its acquisition by Claranova, in the acquisition and sale of its subsidiary, Arvix, LLC and in the spin-out of two divisions into myDevices, Inc. and Planetart, LLC. These companies are world leaders in enterprise, business and consumer software (including cybersecurity products), web-to-print technology (including mobile platforms), IoT technology (an internet of things platform, incorporating artificial intelligence/machine learning) and web hosting services (B2B and B2C).

Bruce established and maintained a long-standing, successful solo practice in which he represented domestic and international elite clients in many different sectors, all of which are leaders in their fields and many of which are household names.

Bruce started his legal career as an associate at well-known law firms in Los Angeles and made partner at Manatt, Phelps & Phillips, LLP, where he was Co-Manager of the New Technologies Group. While in law firm practice Bruce provided on-premise in-house counsel services to US-based computer peripheral manufacturers that are operating subsidiaries of Itochu Corporation, a "Big 5" Japanese trading company.

Prior to his legal career, Bruce was a business executive with an international network of transportation companies, where he focused on operations and marketing for prominent custom house brokers, foreign freight forwarders, consolidators and steamship agencies. Bruce's world-wide business activities included opening and managing an air freight office at London Heathrow Airport.

Bruce graduated from the USC Gould School of Law, where he participated in the Moot Court Honors Program and the International Law and Environmental Law Societies. He completed his undergraduate studies at the Questrom School of Business, Boston University, where he made Dean's List and provided tutoring services as a LOCK Honor Tutor. Bruce is a member of IAPP (International Association of Privacy Professionals).

Bruce was born in Queens, NY, raised in a Boston suburb and has lived in California since attending law school. He lives near the beach and is a life-long musician who plays guitar, bass, banjo, ukulele and harmonica. Bruce is an avid cook (many styles and cuisines), frequent host of large dinner parties and enjoys trail running, weight training, gardening, cycling and constantly tweaking his office technology.