



CARA MAGGIONI

Partner

cmaggioni@outsidegc.com

Cara is an experienced Internet, media and technology lawyer with over twenty years of in-house counsel experience. She focuses on online content, e-commerce, advertising and technology services, and has extensive experience in structuring and negotiating complex unique deals, inbound and outbound licensing arrangements, as well as a variety of template transactional and in-house guidance documents.

Cara's clients at Outside GC range from early stage to Fortune 500, spanning multiple and varied industries, and include [BritMedia](#), [Instacart](#), [Framebridge](#), [SocialCode](#), [Verizon Media](#) and [Vox Media](#).

Before Outside GC, Cara served as Deputy General Counsel at LivingSocial, where she led the transaction and product legal practice, and acted as lead counsel for strategic partnerships, including key alliance and distribution relationships, cloud-based services, marketing, and content and technology development and licensing. Internally, she led product reviews and crafted associated terms of service as well as template agreement initiatives for the domestic and international advertising sales teams. Cara also enjoyed chairing a workgroup for the Cardlinx Association tasked with producing model language for consumer disclosures and consents related to credit card-linked offers.

Prior to LivingSocial, Cara spent time with both MySpace, working on strategic entertainment and technology initiatives, and the Motion Picture Association of America (MPAA) as technology counsel. Cara also was a senior level counsel with AOL for nearly ten years prior with a primary focus in the technology, video and social media space.

EDUCATION

University of Virginia
School of Law, J.D.
Bowdoin College,
A.B., *summa cum laude*
and *Phi Beta Kappa*

SECTORS AND SERVICES

[Advertising, Marketing & Promotions](#)
[Technology Transactions](#)
[E-Commerce & Digital Advertising](#)
[Media, Entertainment & Sports](#)
[Software, SaaS & Hardware](#)

CREDENTIALS

Bar Admissions

California
Washington D.C.

Cara began her legal career in Washington, DC with Covington & Burling, where she enjoyed a broad-based corporate practice with a focus on technology and licensing transactions for entities ranging from start-ups to Fortune 50 companies before making the leap to in-house attorney.

Cara is a graduate of Bowdoin College (A.B., 1991, summa cum laude and phi beta kappa) and holds a JD from University of Virginia Law School (1997). She is admitted to practice in California and Washington, DC.

Originally a Massachusetts native, Cara spends as much time as possible on Cape Cod, when not living in Los Angeles, with her husband and daughter, and an ever growing family of dogs of all sizes. She also aspires to be a contributing member of her family's inhouse band, but is not quitting her day job.