



# TED STERN

Partner  
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Ted joined Outside GC in 2012 and brings 28 years of legal and business experience. Ted works with companies of all sizes and in all industries, with a particular focus on commercial contracts in the areas of digital media, technology, e-commerce, and professional and consulting services. He regularly handles the drafting and negotiation of a wide range of complex commercial agreements relating to:

- Technology services, including representing numerous SaaS-based service providers
- content and software licensing
- online services and advertising technology
- Mobile
- digital media (e.g., podcasting; music, text, video)
- professional and consulting services

Ted's clients at Outside GC include, [BallotReady](#), [Cricket Media](#), [Hillel International](#), [Infinitive](#), [Invisible Narratives](#), [January Digital](#), [Megaphone](#), [Modus Create](#), [PodRoll](#), [Prolego](#), [Rolebot](#), [SVT Robotics](#), and [Vox Media](#).

Before joining Outside GC, Ted spent 14 years in both in-house legal and business development positions. He served as: General Counsel and Head of Business Development at Envision EMI, an education company; the lead deal lawyer for Washington Post Digital, the online division of the Post; and General Counsel at ePals (now Cricket Media), an online education company and children's publisher where he handled all legal matters and also worked in business development.

## EDUCATION

Columbia Law School, J.D.  
Harlan Fiske Stone Scholar  
Columbia College, B.A., *cum laude* (top 10% of graduating class)

## SECTORS AND SERVICES

[Intellectual Property](#)  
[Commercial Transactions & Contracts](#)  
[Technology Transactions](#)  
[Software, SaaS & Hardware](#)  
[E-Commerce & Digital Advertising](#)  
[Media, Entertainment & Sports](#)

## CREDENTIALS

### Bar Admissions

District of Columbia, Maryland

Prior to ePals, Ted was the head licensing and technology lawyer at Amazon.com in Seattle where he led the team that supported Amazon's digital business units (Kindle, online music, publisher deals, online video); Amazon Web Services (AWS); and its search and online advertising unit. Before Amazon, Ted worked in a senior position within AOL's legal department, where he headed up mobile and messaging initiatives, as well as worked on numerous strategic technology deals. In addition to his deal work, Ted also worked on several new product launches at several of these companies, multiple acquisitions, numerous policy issues, and a few litigation matters over the course of his career. Ted began his practice as an intellectual property and business associate at Baker & Hostetler and Fisher Wayland Cooper Leader & Zaragoza, representing major media, entertainment, sports and technology companies.

Ted graduated in 1994 from Columbia Law School in New York, NY where he was a Harlan Fiske Stone Scholar. He graduated cum laude (top 10% of the class) in 1991 from Columbia College in New York, NY with a B.A. in American History. Ted attended Sidwell Friends School in Washington, D.C. and graduated among the top ten people in his class at Sidwell.

When not practicing law, Ted is often spending time with his son searching for great dim sum or attending classic car shows and concerts, or with his wife looking for the perfect lobster roll in Maine during the summer. Ted is an avid sports fan – playing and watching -- and also an enthusiastic poker player. Ted lives in Washington, D.C.