



2022

# BERGER ENTREPRENEUR BOOTCAMP

INNOVATING SUCCESSFULLY - MAKING IT HAPPEN

**February 18-19, 2022**

This free program is designed to immerse entrepreneurs in the skills and disciplines needed to successfully launch a start-up business.

**NSU**  
Florida

Shepard Broad  
College of Law  
**NOVA SOUTHEASTERN  
UNIVERSITY**

## 2022 Berger Entrepreneur Bootcamp

February 18 - 19, 2022 | Nova Southeastern University

The Shepard Broad College of Law and the Sharon and Mitchell W. Berger Entrepreneur Law Clinic are hosting its third annual Berger Entrepreneur Bootcamp designed to immerse entrepreneurs in the skills and disciplines needed to successfully launch a start-up business.

### First Day of Bootcamp - Friday, February 18, 2022

7:30 AM - 8:30 AM	Sign in and Continental Breakfast	
8:30 AM - 8:40 AM	Welcome	José R. (Beto) Juárez Jr. Dean & Professor of Law NSU   Shepard Broad College of Law
	Introduction to the Program	Prof. Steven Kass Berger Family Fellow and Director Sharon & Mitchell W. Berger Entrepreneur Law Clinic NSU   Shepard Broad College of Law
8:40 AM - 9:25 AM	Creating an Environment for Innovation Success	Dr. John Wensveen Chief Innovation Officer at NSU and Executive Director of the Alan B. Levan   NSU Broward Center of Innovation
9:25 AM - 10:15 AM		Mr. Sandy-Michael McDonald Director of the Broward County Office of Economic and Small Business Development
10:15 AM - 10:30 AM	Break	
10:30AM - 12:00 PM	Foundations for Innovation Success: Legal Planning	Prof. linda harrison NSU   Shepard Broad College of Law  Prof. Florence Shu-Acquaye NSU   Shepard Broad College of Law  Richard D. Tuschman, Esq. Managing Partner, Richard D. Tuschman, P.A.
12:00 PM - 1:00 PM	Lunch Break	

## First Day of Bootcamp - Friday, February 18, 2022

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1:00 PM - 2:30 PM

Foundation for Innovation Success:  
Business Planning and Financing

Jose Brache, PhD

Academic Director of Busniss Innovation Academy &  
Professor of Entrepreneurship, H Wayne Huizenga  
College of Business and Entrepreneurship

Scott "SJ" R. Jablonski, Esq.

Partner, Berger Singerman LLP

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2:30 PM - 2:45 PM

Afternoon Break

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2:45 PM - 4:15 PM

Creating Pathways for Innovation  
Success in Under-Served and  
Economically Disadvantaged  
Communities

Prof. Steven Kass, Moderator

Ms. Terri-Ann Brown

Director of Community Development  
The Venture Mentoring Team, Inc.

Yahalia (Yali) Franklin

Founder and President Boundless & Beyond  
Enterprises LLC and Boundless & Beyond Inc.

George E. Gadson, MA

Associate Director, Florida Small Business  
Development Center (SBDC) at Florida  
Atlantic University

Shaheewa Jarrett Gelin, Esq.

Founder and President, Broward  
County Black Chamber of  
Commerce

Dr. Karen Hollis, Esq.

BID Administrator, City of Miramar, FL

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4:30 PM

Reception

Sponsors, VIPs & Speaker Reception

## Second Day of Bootcamp - Saturday, February 19, 2022

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8:00 AM - 8:40 AM

Sign in and Continental Breakfast

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8:40 AM - 8:45 AM

Welcome

Prof. Steven Kass

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8:45 AM - 10:15 AM

Innovation Success through IP:  
Overview; Copyrights & Trademarks

Prof. Vicens F. Feliú  
Associate Dean & Professor  
NSU | Shepard Broad College of Law

Prof. Jon Garon  
Director, Intellectual Property, Cybersecurity,  
and Technology Law Program, NSU |  
Shepard Broad College of Law

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10:15 AM - 10:30 AM

Morning Break

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10:30 AM - 12:00 PM

Innovation Success through IP:  
Patents

Dr. Katherine Koenig, Esq.,  
Koenig IP Works, PLLC

Scott Smiley, Esq.  
Founder and President, The Concept  
Law Group, P.A.

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12:00 PM - 1:15 PM

Lunch & Networking

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1:15 PM - 2:45 PM

Innovation Success through IP:  
Secrets, Contractual Rights &  
Employment Considerations

James A. Gale, Esq.,  
Co-Chair, Intellectual Property Litigation Department  
Cozen O'Connor

Jonathan E. Gale, Esq.  
Member, Cozen O'Connor

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2:45 PM - 3:00 PM

Lunch & Networking



## Second Day of Bootcamp - Saturday, February 19, 2022

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3:00 PM - 4:30 PM

Being a Successful Innovator:  
A Discussion with Founders

Ms. Lillian Roberts  
Founder and CEO of Xendoo  
Moderator

Mr. Aaron Chavez  
Managing Partner, Argent Strategies and  
Co-Founder and CFO, Dinerazo Inc.

Kristen Corpion, Esq.  
Founder, Corpion Legal  
Group, P.A.

Matthew Kohen, Esq  
Senior Counsel, Carlton Fields, P.A.

Ms. Rosa Ore  
Founder and President, Prism3, Inc. and  
Prism5, Inc.



# **2022 Berger Entrepreneur Bootcamp: Innovating Successfully – Making it Happen!**

## **Expanded Summary of the Modules**

### **1. Creating an Environment for Innovation Success.**

The Berger Entrepreneur Bootcamp opens with two senior representatives of the public-private partnership known as the Alan B. Levan | NSU Broward Center of Innovation (the “Center”), an economic and education development engine linking the South Florida innovation ecosystem. You will first hear from NSU’s Chief Innovation Officer & the Center’s Executive Director, who will provide an overview of the Center’s vision and its initiatives to support entrepreneurs and promote the Center’s vision. Next, the Director of Broward County’s Office of Economic and Small Business Development will provide an overview of Broward County’s economic development initiatives, including the varied sources of public support for entrepreneurs starting or expanding their business as well as business opportunities available through small business certifications.

### **2. Foundations for Innovation Success: Legal Planning.**

Entrepreneurs face numerous legal issues when establishing and growing their businesses. At the outset, founders must choose an appropriate business entity (corporation, limited liability company (LLC), or other organizational form), agree upon how their organization will be governed, craft the core organizational documents, and address other important legal issues, including employment law and related matters pertinent to their workforce and independent contractors. Additionally, a start-up’s lawyers must navigate the Florida Bar’s ethics rules governing potential conflicts of interest that can arise as founders, their companies, and other stakeholders work together to grow a business. Our speakers will explain these crucial legal issues and provide founders with a knowledge base to intelligently engage with their legal and business advisors on legal planning matters.

### **3. Foundations for Innovation Success: Business Planning and Financing.**

The Small Business Administration describes the business plan as “an essential roadmap for business success.” As start-ups transition from an “idea” to the implementation and actualization of that idea, a business plan serves as a tool for founders to address the necessary building blocks for a successful launch, including industry know-how, due diligence, management team and staffing requirements, budgeting, and product pricing. Our speakers will provide guidance on creating a business plan and other presentation materials, such as pitch decks. And because adequate capital is crucial to business success, our speakers will also review the various types of equity and debt financing start-ups commonly use, the respective financial, managerial, and strategic risks associated with each financing type, basic securities law compliance issues, legal ethics, and other practical considerations pertinent to valuing and positioning a business for a financing round or a future exit transaction.

#### 4. Creating Pathways for Innovation Success in Under-Served and Economically Disadvantaged Communities.

All start-ups face difficult challenges when starting and growing their businesses. All too often, these common challenges lead to business failure. Start-ups and their founders in under-served and economically disadvantaged communities face those same challenges, and often more, that may result from one or more of the following: restricted access to capital, limited managerial experience and/or trained workers, and inadequate support systems and networks. Our panelists will engage in a round-table discussion identifying the unique challenges these founders face as well as existing and desired resources, strategies, and initiatives to create or enhance pathways for innovation success in these communities.

#### 5. Innovation Success through Intellectual Property.

The second day of the Bootcamp opens with an overview of how intellectual property (IP), broadly defined, is critical to a start-up's success. In developing new products or enhancing existing products, a market orientation combined with an understanding of IP rights can focus the process of transforming ideas into profitable new products and business lines. Three panels of speakers will then spend the balance of the morning and the first part of the afternoon discussing the various categories of intellectual property and related matters: (i) Copyrights and Trademarks; (ii) Patents; and (iii) Trade Secrets, Contractual Rights, IP Licensing, & Employment Considerations. In addition to explaining these IP concepts and legal rights, each of our IP speakers will provide real world insights into creating, monetizing, and defending IP rights and will also discuss the Professional Responsibility Rules of the Florida Bar and the United States Patent and Trademark Office (USPTO) relevant to securing and enforcing these intellectual property rights.

- A. Copyrights and Trademarks.** Copyrights provide protection for “original works of authorship,” including literary, musical, pictorial, and other creations, and give the owner the exclusive right to reproduce, publicly display or perform, and distribute their works as well as prepare derivative works. Trademarks and service marks provide businesses with a powerful means to differentiate themselves from their competitors in the marketplace. In addition to the exclusive rights that copyrights and trademarks provide, owners can further monetize their copyrights and trademarks by licensing them to others.
- B. Patents.** Through the exclusive rights granted by patent laws for a limited number of years, a patent owner has the potential to gain a dominant market position with regard to the scope of the invention. Patents provide their owners control over the making, using, selling, or importing of an invention. Patent owners may also license others to use their patents. Our speakers will discuss the creation and enforcement of patent rights, including ethical and legal constraints that lawyers must consider under the USPTO rules as they counsel clients on translating research into a patented process, machine, article of manufacture, or composition of matter without unintentionally destroying the exclusivity in the patent or diminishing its value.

**C. Trade Secrets, Contractual Rights, IP Licensing, & Employment Considerations.**

In addition to the rights granted under copyright, trademark, and patent laws, most businesses have valuable intellectual property that can be protected as trade secrets or which can be protected through written contracts (for example, non-disclosure agreements (NDAs), covenants not to compete, non-solicitation agreements, etc.). In addition, the law affords individuals “publicity” rights in their names, images, and likenesses, which are valuable assets that can be monetized through license agreements. Finally, our speakers will discuss important IP related practical and legal ethics issues that arise in the context of hiring or terminating employees.

**6. Being a Successful Innovator: A Discussion with Founders.**

This panel of start-up founders will share their experiences in launching and growing their companies. Having “been there and back,” they will provide insight into the practical challenges they’ve faced, the learnings and wisdom gained from those challenges, and the sacrifices and rewards along the way. Their insights into lessons they learned and the hidden secrets they wished they had known should be of great value to all founders and potential founders embarking on a similar journey.

# SPEAKERS BIOGRAPHIES



**José Roberto (Beto) Juárez Jr.**, is dean of NSU Shepard Broad College of Law. Dean Juárez serves as the chief academic and administrative officer of the college of law. Prior to joining NSU Law in 2020, Dean Juárez was a tenured professor of law and director of the Lawyering in Spanish program at the University of Denver Sturm College of Law. He served as dean of Denver Law from 2006 to 2009. Prior to 2006, Dean Juárez was associate dean for academic and student affairs and professor of law at St. Mary's University School of Law in San Antonio, Texas. He has taught courses in Civil Procedure, Employment Discrimination, Civil Rights, Conflict of Laws, Federal Courts, Professional Responsibility, and Remedies, as well as a seminar on Language Rights. His research interests include employment discrimination, language rights, legal history, race, and religion and the law, and he has published extensively, presenting his work throughout the United States and Mexico.

Dean Juárez earned an A.B. degree in History from Stanford University and a J.D. from the University of Texas School of Law in 1981. Dean Juárez co-founded the Deans' Diversity Council and the non-profit organization spun off from the Council: The Center for Legal Inclusiveness. He also chaired the Board of Directors of the Journal of Law and Religion, and its successor, the Council on Religion and the Law, and served on these boards from 2002 - 2020. He also served two terms as Co-President of the Society of American Law Teachers (SALT), one of the largest organizations of law professors in the United States.



**Steven Kass** is the Berger Family Fellow and Director of NSU's Sharon and Mitchell W. Berger Entrepreneur Law Clinic. As the Clinic, Steve is deeply engaged in teaching law students the practice of law while providing pro bono legal services to entrepreneurs, non-profits, and other business organizations.

Prior to becoming the Clinic's Director in 2018, Mr. Kass practiced as a business lawyer in Miami for more than three decades, primarily in the areas of corporate, securities, and insurance law (most recently, at Carlton Fields, P.A., where he was a Shareholder and Treasurer of the firm, and prior to that, at Jorden Burt LLP, where he served as the Firm's Administrative Partner and CFO). Steve received his law degree from the University of Miami School of Law, graduating magna cum laude,

a bachelor's degree from the University of Pennsylvania, where he attended The Wharton School of Finance and Commerce, and an M.B.A. degree from the University of Miami. Prior to law school, Mr. Kass worked as a CPA (license no longer active) for both a public accounting firm and in private industry for six years.

Steve has been a member of the South Florida legal community since 1983, and has provided pro bono legal services through Legal Aid Service of Broward County and Dade Legal Aid's "Put Something Back" pro bono program. Steve also is active in Broward County's Jewish community and has previously served on the Board of Directors of the Jewish Federation of Broward County and as President of his synagogue. Steve is the proud father of a 2014 NSU Law School graduate, Lisa S. (Kass) Bour.





**Dr. John Wensveen** is Chief Innovation Officer at Nova Southeastern University and Executive Director of the Alan B. Levan | NSU Broward Center of Innovation responsible for overseeing a multimillion-dollar public-private partnership to support the growing entrepreneurial ecosystem in Broward County and South Florida. John is a TEDx speaker and his higher education experience includes faculty and senior leadership positions at Miami Dade College, Purdue University, Dowling College, and Embry-Riddle Aeronautical University. John's entrepreneurship and industry experience includes senior leadership positions at Mango Aviation Partners, Radixx International, Airline Visions, InterVISTAS, Marriott Vacation Club International, MAXjet Airways, and Canada 3000 Airlines. John earned Masters and Ph.D. degrees in International Air Transport and Business from Cardiff University (United Kingdom) and a B.A. in Geography and Transportation Land Use Planning from the University of Victoria (Canada).



**Sandy-Michael McDonald** has been the Director of the Broward County Office of Economic and Small Business Development (OESBD) since June 2013. In alignment with OESBD's mission to stimulate economic development, Mr. McDonald is committed to supporting the growth and development of small businesses in Broward County, which are a great asset to our local economy.

Mr. McDonald also serves as Broward's designated Disadvantaged Business Enterprise Liaison Officer (DBELO) and works to support the County's commitment to the Federal Disadvantaged Business Enterprise (DBE) and Airport Concessions Disadvantaged Business Enterprise (ACDBE) programs that OESBD administers along with the County's local small business programs.

For the past 20 years, Mr. McDonald has worked in Community and Economic Development on both local and federal programs. His expertise includes initiating tax increment financing programs, providing supportive economic development services to local municipalities, brownfield redevelopment, small, minority and women owned business development and creating, monitoring and enforcing disadvantaged business enterprise opportunities.



**Professor Linda Harrison** began her legal career as a state prosecutor in Jacksonville, FL, where she headed the Child Sexual Battery division. Her teaching career began as an Adjunct Professor in the College of Business at the University of North Florida teaching graduate and undergraduate business-related courses. From 1988-1999, she was fulltime faculty member at Georgia State University College of Law where she taught legal writing, Sexual Identity and the Law and Corporations. Currently teaching at Nova Southeastern University, Professor Harrison has taught Legal Research and Writing, Business Entities, Negotiable Instruments Law, UCC: Sales, and Contracts. Professor Harrison has co-authored two textbooks on the Legal Environment of Business for use in undergraduate education, co-authored *My Hair is Not Like Yours: Workplace Hair Grooming Policies for African American Women as Racial Stereotyping in Violation of Title*.



**Florence Shu-Acquaye** is a professor of law and a faculty member of the law center since 2000. She teaches Business Entities, Contracts, Legal Drafting, UCC: Sales, International Sales of Goods & Arbitration, Negotiable Instruments, and Comparative Corporate Governance. She also taught in the Master's in Health Law program, where she supervised over 80 student papers on various topics. In addition, she has developed and taught courses in the Master's in Education Law and Employment Law.

Professor Shu-Acquaye holds an LL. B and Maîtrise (post-graduate diploma) (both with honors) from the University of Yaoundé, an LL.M from Harvard Law School, and a J.S.M and a J.S.D from Stanford Law School.

Professor Shu-Acquaye was a recipient of the In-Focus magazine's Quiet Storm Achievement Award for her work with the Society for Women and AIDS in Africa. This achievement was acknowledged and praised in a personal letter from the Supreme Court of Florida.

Professor Shu-Acquaye is a member of the American Bar Association, Business and International Law Divisions, the Corporate Governance Committee, as well as a member of the International Developments in Corporate Governance Committee.

She has several scholarly publications and has given presentations on a variety of topics at conferences and workshops locally and internationally.



**Richard D. Tuschman** is the managing partner of Richard D. Tuschman, P.A. in Davie, Florida. Mr. Tuschman has 30 years of experience practicing labor and employment law in Florida. He represents clients in Fair Labor Standards Act and Family and Medical Leave Act cases, as well as cases alleging employment discrimination under Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act and the Florida Civil Rights Act. He also handles cases involving whistleblowing, restrictive covenants, breach of contract and trade secrets, and regularly appears before federal and state agencies, including the Equal Employment Opportunity Commission, the U.S. Department of Labor, and the Occupational Safety and Health Administration.



**Dr. Jose Brache** is an economist with a master's in applied economics from Georgetown University, and a PhD. in Management from Adolfo Ibanez University. His research interests include international entrepreneurship, open innovation, inter-firm cooperation, SME's internationalization, technology commercialization, geographic co-location, and innovation management. He has published in renowned academic journals and has extensive business experience at the management level in the hospitality industry. Before joining the H. Wayne Huizenga College of Business and Entrepreneurship Dr. Brache served as the Director of the Master of Commercialization and Entrepreneurship at the University of Auckland, New Zealand.

Dr. Brache's passion is to assist both established and aspiring entrepreneurs in the challenging task of value creation.

He strongly believes in building and nurturing innovation and entrepreneurship ecosystems as a pathway towards stronger and better economies.



**Scott "SJ" R. Jablonski** is a Partner with Berger Singerman LLP's Business Finance & Tax Team, and is the Co-Manager of that team. Mr. Jablonski has been in private practice for nearly two decades, and focuses on complex middle market private M&A, private equity, venture capital, and other corporate finance transactions. His practice frequently includes serving as an outside general counsel to entrepreneurs, investors and private company clients at all lifecycles and across numerous industries, providing strategic advice on their deals, contracts and disputes. In 2022, Mr. Jablonski was named as the firm's first Transactional Innovation Partner, charged with assisting the firm's transactional practice groups to develop and apply continuous improvement methodologies to modernize their provision of legal services and enhance client value.

Mr. Jablonski holds a Yellow Belt in Process Improvement and Project Management from the Legal Lean Sigma Institute, and in 2021 became the first Florida attorney to hold that credential and complete Suffolk University Law School's highly-rated Legal Innovation & Technology Certificate program. He serves as an Advisory Council Member for the Alan B. Levan/NSU Broward Innovation Center on its Thought Leadership/Think Tank Committee, and as a Board Alternate with the Florida Venture Forum. For years, he's also been a Mentor for the Rollins College Crummer Graduate School of Business Mentorship Program. When not practicing law or innovating, Mr. Jablonski enjoys coaching his boys' youth soccer teams as well as writing and playing music, two passions he's enjoyed for decades.



**Terri-Ann Brown** is an Entrepreneur and Ecosystem Builder who strives to connect early stage startups and small businesses with the resources the founders need to grow their business. Over the last eight years, she worked to launch the Founder Institute in South Florida, participated in Babson College's Women Innovating Now (WIN) Lab inaugural cohort, served as a mentor for Startup Quest, Startup Now, and judged for accelerator programs. As the Director of Community Partnerships for the Venture Mentoring Team, she now leads a team of over 180 mentors to support Black and Hispanic small businesses through the Office Depot Elevate Together initiative. Additional partnerships include Alan B. Levan Nova Center for Innovation, Target Forward Founders Accelerator, Hispanic Unity of Florida, Urban League of Broward County, Rural Innovation of America, Sea Worthy Collective and more. Ms. Brown's professional experience includes Human Resources and Organizational Development focusing on technology process improvement.





**Yahalia G. Franklin** also known as “Yali Giovanni” – native of Colon, Panama, and mother of three, who migrated to the United States in 1989 during the invasion of the U.S. into Panama. The immediate one-day notice of her family’s move to the U.S. provided a foundation where she learned to seize opportunity, be resilient and strong.

Known as a strategist and solutionist, Yahalia landed an internship with Panama World Trade & Investments Foundation (PWTIF). After completing the Ambassador Mentor program, Yahalia was promoted as Sr. Correspondent in 2015, followed by another promotion as the Regional Manager, where she was responsible for the Caribbean and African global market.

While completing her bachelor’s degree in Supply Chain, Ms. Yahalia G. Franklin launched her business, 4-My Angels, LLC, a conveyance company that provided transportation for families desiring to visit their loved ones in correctional facilities in the Florida area.

In 2018, she founded Boundless & Beyond® Afterschool Program for teens to curb the increase of youth incarceration. A philanthropist and humanitarian, Yahalia strongly believes that the betterment of society begins with the restoration of oneself and families through counseling, reentry programs, and ultimately hope for successful self-sufficiency. This is the mission of her company.

In 2020 at the beginning of the pandemic, Yahalia G. Franklin created iGot You Wellness, a subsidiary company to Boundless & Beyond® that focuses on inner healing. She has combined her educational background in psychology, Cognitive Behavioral Therapy and trainings in Trauma Incident Reduction, Reiki, Yoga, and natural authentic crystals/stones to help facilitate clients in need of healing. She has traveled nationwide facilitating her services, and bringing awareness to one’s mind, body, spirit, and soul.

Ms. Yahalia G. Franklin is an Author under her pseudo-name “Yali Giovanni”. She has been a featured speaker at Job Corps, Private and Public Schools, Universities, Podcasts and Panel discussions on the topic of Mass Incarceration, Self-awareness/development. She is currently writing her book on the topic and has created a workbook “Building Inner Strength & Power for a Better You” that has helped many people rebuild their self-esteem, inner strength, and confidence. She is laser focused on Boundless & Beyond® afterschool program for low socioeconomic teens that helps to transform their mindset into a positive direction. Ms. Franklin is also a Certified Life Coach with a focus on teenagers. Additionally, she gives back by volunteering as a Guardian ad Litem at the 17th Circuit Court in Broward County Florida.

Ms. Yahalia G. Franklin “Yali Giovanni” can be contacted via email: [info@yaligiovanni.com](mailto:info@yaligiovanni.com)



**George E. Gadson** is a certified business consultant specializing in working with creative economy entrepreneurs and nonprofit organizations. He has more than 20 years of management experience with large banking institutions and small private and public corporations. He has worked in economic development as the former vice president of Business Development at the Broward Alliance, currently the Greater Fort Lauderdale Alliance, the principal planner of Regional Economic Development for the South Florida Regional Planning Council, and the associate director for Business and Corporate Development at Florida Atlantic University.

Gadson is a business owner and one of Florida’s most well-known and highly sought after artists. He has been commissioned to create works of art for many high-profile events – including the White House

Christmas tree and the South Florida Super Bowl. He received his Bachelor’s Degree from Duke University and Masters in education in 2008 from Brewer Christian College and Graduate School in Jacksonville, Fla.



**Shaheewa Jarrett Gelin** serves as the General Counsel and Vice President of compliance for the Gelin Benefits Group, LLC, an insurance brokerage and advisory company. In this capacity, she provides legal advice and ensures compliance with federal and state health care laws. In addition, she worked as a federal litigator for seventeen years. In 2017, she incorporated the Broward County Black Chamber of Commerce as she recognized that the County needed an advocate for the small, black business owner. The Chamber officially launched in August of 2018, currently has over 160 members and is quickly growing. The Chamber is focused on access to capital, advocacy, connecting its members to decision makers in the public and private sectors, and educating its members and the community about the value of certifications. The Chamber is determined to expand the profit margins of black businesses in the area, with an aggressive and innovative agenda.

Shaheewa has been honored for her hard work and dedication. In 2009, Shaheewa was recognized by Success South Florida Magazine's 40 under 40 Leaders of Today and Tomorrow. In November of 2013, she was honored as a "Rising Star" by ICABA. In March 2015, the Broward County Women's History Coalition presented her with the 2015 Rising Star Award at their annual Women's Hall of Fame Luncheon. In 2018, she was honored as one of "South Florida's Most Influential and Prominent Black Women in Business and Industry" by Legacy Magazine. In 2019, she was honored with the T.J. Reddick Bar Association's President's Award and recognized by Legacy South Florida as one of "South Florida's Most Powerful and Influential Black Business Leaders of 2019." In late 2019, she received the "Healing the Community Award" from the Healing Arts Institute of South Florida International in recognition of her efforts to build community collaborations.

Shaheewa has volunteered with several community organizations. She is currently a member of the Broward County Small Business Development Advisory Board and Broward County Public Schools Small Business Advisory Board. Shaheewa also serves on the Board of Directors for OIC Strategic Integration and the League of Women Voters Broward Education Fund. In the past, she has served as Vice President for the League of Women Voters of Broward County, as a member of the Broward County Human Rights Board, and on the Board of Directors for the Make-A-Wish Foundation of Southern Florida. She has served on the Advisory Committee for the Miami-Dade College School of Community Education and as a child advocate for the Guardian Ad Litem program. She is most proud of her non-profit, Youth Survivors Foundation, which has awarded \$32,000 in college scholarships to abused or neglected youth and young people struggling with poverty. The non-profit currently provides support to Morrow Elementary School, a Title I learning institution.

Shaheewa graduated from the Florida State University with a Bachelor of Science degree in Political Science and earned a Juris Doctorate from the University of Miami School of Law. In 2009, she received a certificate in Non-Profit Management from Duke University. Shaheewa is married and has one son.



**Dr. Karen E. Hollis, Esq.** is a decisive and results-focused professional offering 40 years of experience in law, business, and community enterprise, with the last 20 years focused on small business recruitment, procurement, contract administration, project management, conflict resolution, and business inclusion and diversity. Since joining the City of Miramar, Dr. Hollis has demonstrated outstanding talents in developing recruitment outreach programs to engage local resources, instituting innovative training programs, and elevating monitoring and compliance standards. Through The BID Center Miramar has been able to improve equity, create opportunity, and advance sustainability for local, small, minority and disadvantaged businesses.





**Dean Vicenç F. Feliú**, Associate Dean for Library Services & Professor of Law. Dean Feliú was most recently the Associate Dean for Library Services and Professor of Law at Villanova University's Charles Widger School of Law in Pennsylvania where he taught Advanced Intellectual Property/Cyber Law and Copyright Law. Before that Dean Feliú was Director of the Law Library and Professor of Law at the University of the District of Columbia David A. Clarke School of Law, where he also taught International Human Rights and Advanced Legal Research.

Dean Feliú teaches Intellectual Property and Trademarks and Unfair Competition Law. Prior to entering academia, Dean Feliú served as a Major in the United States Marine Corps and as a Special Agent with the Federal Bureau of Investigation.

Dean Feliú received a B.A. in Linguistics from California State University, Fullerton, both a J.D. and LL.M. in Intellectual Property, Commerce & Technology from the Franklin Pierce Law Center, and a M.L.I.S., with a Law Librarianship Certificate, from the University of Washington.



**Jon M. Garon** is Professor of Law and Director of the Intellectual Property, Cybersecurity, and Technology Law program at Nova Southeastern University Shepard Broad College of Law, teaching Constitutional Law, Contracts, Privacy Law, Entertainment Law, and many other courses. He is a nationally recognized authority on entertainment law, copyright, information privacy, technology regulation, and free speech. He has published over 50 books, book chapters, and academic articles, and he has presented at more than 200 programs. A Minnesota native, he received his bachelor's degree from the University of Minnesota in 1985 and his juris doctor degree from Columbia University School of Law in 1988.

Professor Garon served as dean for NSU's Shepard Broad College of Law 2014-2020, providing strategic leadership on programming, curriculum, enrollment management, marketing, and finance.

Prior to joining Nova Southeastern University in 2014, Garon was the inaugural director of the Northern Kentucky University Salmon P. Chase College of Law, Law + Informatics Institute, serving from 2011-2014. The Law + Informatics Institute works to integrate specialized courses and training on technology and information systems across legal disciplines. He also served as dean and professor of law at Hamline University School of Law in St. Paul, Minnesota from 2003 to 2008 and interim dean of the Graduate School of Management from 2005 to 2006. Before Hamline, Dean Garon taught Entertainment Law and Copyright at Franklin Pierce Law Center in Concord, New Hampshire and Western State University College of Law in Orange County, California. Professor Garon's recent and forthcoming books include Parenting for the Digital Generation - The Parent's Guide to Digital Education and the Online Environment (2021 Rowman & Littlefield); Law Professor's Desk Reference (2021 Carolina Academic Press); Intellectual Property Law and Practice: A Contemporary Approach (2022 West Academic); A Short and Happy Guide to Privacy and Cybersecurity Law (2020 West Academic); The Independent Filmmaker's Law & Business Guide to Financing, Shooting, and Distributing Independent and Digital Films (A Cappella Books, 3d Ed. 2021); Entertainment Law and Practice (Carolina Academic Press 2020); The Entrepreneur's Intellectual Property & Business Handbook (2d. Ed. Manegiere Publications 2018); and The Pop Culture Business Handbook for Cons and Festivals (Manegiere Publications 2017).

Professor Garon is also the author of Burn Rate (2019), a cybercrime mystery novel.



**Dr. Katherine Koenig** is a Registered Patent Attorney and member of the Florida Bar, as well as the Founder of the intellectual property law firm Koenig IP Works, PLLC.

Katherine's practice primarily includes patent and trademark prosecution, with a particular emphasis on matters relating to medical devices, life science, agricultural machinery and equipment, plant varieties and plant sciences, biotechnology, industrial gas turbine energy and energy production, personal protection equipment and products for first responders, sports and fitness products, marine technology, and the cannabis industry.

She earned a B.S. in Horticulture, with Honors, as well as a Minor in Plant Molecular and Cellular Biology and a Doctor of Plant Medicine degree (D.P.M.) from the University of Florida, and she was awarded

her J.D. from the University of Hawai'i School of Law with a semester spent at Nova Southeastern University's Shepard Broad College of Law.

In addition to being a past President of the Intellectual Property Law Association of Florida (IPLAF), Katherine is Vice Chair of the Mergers & Acquisitions Committee of the American Intellectual Property Law Association (AIPLA), a member of AIPLA's Women in IP Committee and Plant Biotechnology Committee, and a Board member of the Friends of Birch State Park in Fort Lauderdale.



**Scott Smiley:** In addition to serving as the Adjunct Professor of Patent Law at NSU's College of Law, where he has taught for over a decade, Scott is the founder and managing partner of The Concept Law Group in Fort Lauderdale, FL, where he concentrates on Intellectual Property law. Scott is a Registered Patent Attorney and holds a degree in Electrical Engineering. Before entering the field of law, Scott, working as an electrical engineer, designed antennas for military and commercial aircraft communication systems, the Harrier Vertical Take-Off Jet being one of his biggest projects. Mr. Smiley also served as an Adjunct Professor of Engineering and Computer Programming at a local South Florida college.

Scott has served as outside patent counsel to Motorola, IBM, FordDirect, Tire Kingdom, and the Seminole Tribe of Florida, just to name a few.

Mr. Smiley has litigated numerous cases involving issued patents and trademarks. He handles trademark oppositions and cancellations as well as patent reexaminations and inter partes reviews. In fact, Mr. Smiley was one of the first attorneys in the country to emerge victorious in an inter partes review at the United States Patent and Trademark Office, which has since become a primary method of invalidating patents. Mr. Smiley has also successfully assisted clients with securing domain names from cyber squatters through the use of the Uniform Domain Dispute Resolution Policy (UDRP).

Scott proudly sits on the NSU Ambassador's Board and was selected as one of 2022's Super Lawyers, by Super Lawyer Magazine.

Scott was born and raised in Kansas City, Missouri, and is the father of four children. At one time, he was the Missouri State Champion go-kart racer.



**James A. (Jim) Gale** is a co-chair of Cozen O'Connor's Intellectual Property Litigation Department and focuses his practice in the area of intellectual property counseling and litigation. He is a registered patent attorney with over 36 years of experience and is Chambers Band 1 ranked in Florida, Martindale AV Preeminent® rated, Board Certified in Intellectual Property by the Florida Bar, an AAA Arbitrator and the former inaugural chair of the IP Board Certification Committee. Jim has handled hundreds of cases involving patents, theft of trade secrets, restrictive covenants, trademarks, unfair competition, and internet disputes. He has appeared in over 400 federal cases in more than 48 federal district and circuit courts, as well as handled hundreds of injunctions in over 35 different states around the nation.



**Jonathan Gale** is a member of Cozen O'Connor's Intellectual Property Department and focuses his practice on intellectual property litigation including restrictive covenants and related employment law. Jon also handles trademark prosecution and commercial litigation. Jon works with a variety of clients including technology, telecommunication, and e-cigarette.



**Lillian Roberts**, Founder & CEO, Xendoo. A South Florida native, Lillian Roberts prides herself on building customer-centric companies that are built on teamwork, technology, and integrity. A serial entrepreneur with a passion for small business, she is known as an innovator with an enviable ability to foresee market trends. After a successful exit from the manufacturing industry, Lillian serves as CEO and Founder of Xendoo, a cloud-based Fintech company based in the Greater Miami Region.

Xendoo specializes in online bookkeeping and accounting focused on the small business owner with less than 20 employees. By leveraging technology and proprietary software, Xendoo CPAs and bookkeepers have increased the productivity of the traditional workforce by 500%.

Xendoo accolades include 1st place grant for Village Capital's Finance Forward, 2019 finalist for Revolution's Rise of the Rest, and 2018 Startup Showcase finalist for eMerge Americas.





**Aaron Chavez** comes from a Wall Street background and served as an analyst and associate at Barclays Investment Bank in Manhattan. His work centered around equity capital markets and investor engagement for businesses across multiple industries including Financials, FinTech, and Special Purpose Acquisition Companies (a cross-sector product) where he supported the raise of billions of dollars of capital over his tenure.

After leaving Barclays, Aaron founded Argent Strategies in 2019 which serves as a growth consulting firm focused on supporting startups & small businesses across business planning, financial strategy, and capital raise preparation.

In early 2021, Aaron cofounded Dinerazo which provides financial literacy, investment education, and relevant financial solutions for the Hispanic community globally.

Aaron graduated with a degree in Finance from the W. P. Carey School of Business & Barrett, The Honors College at Arizona State University in 2016. While at Arizona State, he was selected as a Tillman Scholar, an active member of the Investment Banking Industry Scholars, and a founding father of the Pi Kappa Alpha Fraternity chapter.



**Kristen Corpion.** Legal advocate. Law school professor. And community leader. Kristen Corpion is the face of the modern lawyer. After graduating from Berkeley Law School and kickstarting her career at elite international law firm Greenberg Traurig—representing large companies—Kristen has since launched her own innovative law firm, CORPlaw. CORPlaw helps modern entrepreneurs grow and protect their business. CORPlaw specializes in working with locally owned small business owners.



**Matthew Kohen** focuses his practice on the representation of technology companies in emerging industries such as fintech, telecommunications, and cybersecurity. He regularly advises companies on issues related to capital formation, regulatory compliance, and general corporate matters.

Matthew also serves as co-chair of the firm's Blockchain and Digital Currency Practice, and counsels companies in this space on how to structure their blockchain businesses and products into existing regulatory



Rosa Ore is the founder of the Latina Leaders, Inc. and Global Rose Media companies. She has over 25 years of experience working in the educational arena as an elementary school administrator, college mentor, university adviser, and adjunct professor. Although she enjoyed working with college students, her passion to empower women, led her to start the organization Latina Leaders, Inc. whose vision is to elevate women into leadership roles. Now, she is an entrepreneur and owns a digital marketing company, Global Rose Media, while pursuing her dream of working with women. She recently started a non-profit organization, Prism3, Inc., whose mission is to provide educational and financial resources to organizations and individuals that empower women.

Rosa is a single mother of three children. She has a bachelor's degree in Political Science and a Master of Arts degree Latin American, Caribbean and Latino Studies. She is presently pursuing a doctoral degree in Adult Education and Human Resource Development and is certified as a Florida Supreme Court Mediator.



# Notes

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Berger Singerman proudly supports the 2022 Sharon and Mitchell W. Berger Entrepreneur Boot Camp and salutes all of its participants' entrepreneurial spirit.