

**ADAM HERSTEIN, PARTNER**

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Adam's practice has evolved from exclusively focusing on corporate, commercial, and securities law, to that of full-spectrum business, startup, innovation, information technology (IT) and intellectual property law.

*"You'd like your business treated like it's our own."*

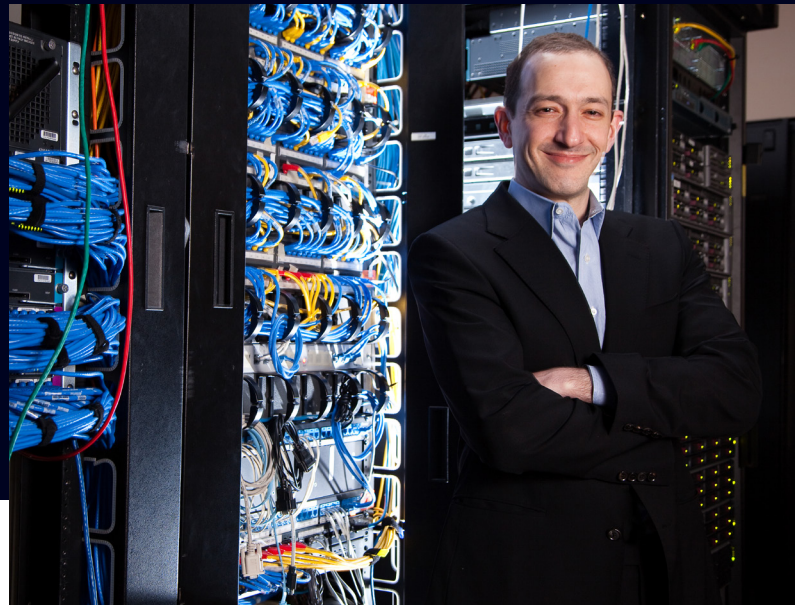
Over the past decade, Adam has become a known leader for providing legal counsel to technology-based businesses, entrepreneurial and innovative ventures, and organizations intersecting law, technology, and the internet.

He has acted for some of Manitoba's largest companies, all of whom rely on Adam for specialized advice with respect to acquisition, development, use, protection and commercialization of technology and other intellectual property, as well as its privacy law implications. He also continues practice in traditional areas of financial and insurance services, and acts for multiple non-profit and charitable organizations at a provincial and federal level.

He also regularly advises clients in the for profit and not for profit sectors, locally and nationally, with respect to their Canadian and Manitoba privacy and anti-spam law compliance obligations. As part of his privacy and anti-spam law work, Adam runs Pitblado's Privacy Forum, with Andrew Buck. The Privacy Forum is a growing membership based group that meets quarterly to learn about and discuss the latest developments in privacy and anti-spam law, locally, nationally and internationally.

Adam is a proud supporter of Startup Winnipeg, a private industry-backed, entrepreneur-led community and innovation support network. He assisted in the establishment of, and provides counsel to, one of its key components, AssentWorks, Manitoba's only public makerspace. He is also a past Chair of the Manitoba Bar Association Technology and Intellectual Property (and Privacy) Law Section.

Adam has been recognized by Best Lawyers® in Information Technology Law, and by Lexpert® as a Leading Practitioner in Computer Law.



**Q&A**

**Q: Communication device?**

**A: iPhone 6**

**Q: Playing on my iPod right now?**

**A: Compton by Dr. Dre**

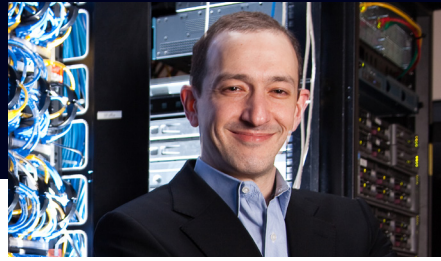
**Q: Book I'm currently reading?**

**A: The White Tiger by Aravind Adiga**

**PRACTICE AREAS**

Business

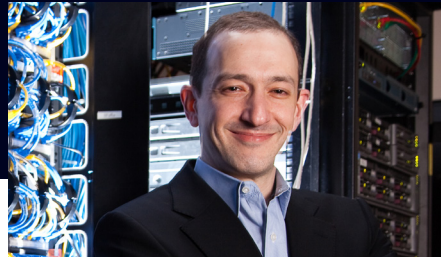
- Corporate and Commercial
  - Corporate Finance
  - Information Technology
  - Intellectual Property
  - Mergers and Acquisitions
  - Privacy
  - Social Media
- Sector Specific
- Entertainment
  - Health
  - Not-For-Profit

**LECTURES, SPEECHES AND PUBLICATIONS**

- Presentation (with Andrew Buck) to ISACA Winnipeg Chapter, "Mandatory Privacy Breach Reporting Get Ready to Hit the Ground Running", November 6, 2017
- Presentation to Red River College Business Law for IT ADMIN 1003 Business Technology Management, "IT Contracting with Clients", October 6, 2017
- Presentation (with Andrew Buck) to private client, "CASL Turns Three, What You Need to Know", September 10, 2017
- Presentation (with Andrew Buck) to Private Client, "What You Need to Know About CASL for July 1, 2017", May 31, 2017
- Presentation to CEO Roundtable, "Mandatory Privacy Breach Notification and Reporting Regulations", May 29, 2017
- Presentation to Red River College Business Law for IT ADMIN 1003 Business Technology Management, "IT Contracting with Clients", October 6, 2017
- Presentation (with Andrew Buck) to private client, "CASL Turns Three, What You Need to Know", September 10, 2017
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- Presentation to CEO Roundtable, "Mandatory Privacy Breach Notification and Reporting Regulations", May 29, 2017
- Presentation to Red River College BUSA - 2007 Business and Management for Information Technology Business Technology, "IT Contracting with Clients", November 6, 2016
- Presentation to Manitoba Bar Association Technology and Intellectual Property Section, "Terms of Use and Terms of Service (TOU/TOS)", March 14, 2016
- Presenter, "'Terms of Service' for Smart Developers", New Media Manitoba, October 20, 2015
- Presenter, "Intellectual Property: What it is and How to Maximize its Value", University of Manitoba Asper School of Business, March 24, 2015
- Presenter, "Music: My First Love", Pecha Kucha Night, February 26, 2015
- Presenter, "IT Contracting with Clients", Red River College Business Information Technology (BIT), November 27, 2013
- Presenter, "Supercharge your Start Up", New Media Manitoba, September 19, 2013

**LECTURES, SPEECHES AND PUBLICATIONS**

- Presenter, "Board Policy for Today's New Media", The Institute of Corporate Directors Manitoba Chapter, November 21, 2012
- Presenter, "IT Contracting with Clients", Red River College Electronic Commerce – WEBD-2000, November 14, 2012
- Co-Presenter (with Karen Poetker), "Client Contract and Litigation Primer for Artists", ACI Manitoba, October 25, 2012
- Co-Presenter (with Karen Poetker), "Clients are awesome, except when they're not. A guide to project contracts", New Media Manitob, March 20, 2012
- Presenter, "The Power of Social Media – Opportunities and Risks for Boards", The Institute of Corporate Directors Manitoba Chapter, February 15, 2012
- Moderator, "Cloud Computing – What's Behind the Fog Bank?", Manitoba Bar Association's Mid-Winter Conference, January 20, 2012
- Presenter, "Stop Being Stupid About Intellectual Property", New Media Manitoba, September 20, 2011
- Presenter, "Cloud Computing", Investors Group/Mackenzie Financial Joint Meeting of Compliance and Legal Departments, September 15, 2011
- Presenter, "Annual Update on IT Law", Manitoba Bar Association Technology and Intellectual Property Section Meeting, June 14, 2011
- Co-Presenter (with Brian T.D. Bowman), "Cloud Computing, Puffy white or stormy – what kind of cloud is your company entering?", Canadian Corporate Counsel Association Manitoba Chapter, May 25, 2011
- Co-Presenter (with Brian T.D. Bowman), "The Power and Pain of Social Media", Manitoba Association of Risk and Insurance Managers, February 22, 2011
- Presenter, "Technology Contracting: Thoughts, Tips and Trends", Robson Hall, Faculty of Law, University of Manitoba, Internet and E-Commerce Law, October 28, 2010
- Presenter, "Selected Legalities of Running a New Media Business", New Media Manitoba, October 4, 2010
- Presenter, "The Legal Aspects of Social Media: What you Need to Know and Do", Acuity Forums – Executing Social Media Winnipeg, September 17, 2010
- Presenter, "The Legal Aspects of Social Media: What you Need to Know and Do", Acuity Forums – Executing Social Media Regina, September 16, 2010
- Presenter, "A Crash Course in Intellectual Property – What it is and How to Maximize its Value", Entrepreneurship and New Venture Creation Course, July 9, 2010
- Presenter, "Annual Update on IT Law", Manitoba Bar Association Technology and Intellectual Property Law Section Meeting, June 9, 2010



## LECTURES, SPEECHES AND PUBLICATIONS

- Author, Pitblado blog, "Cover your Assets: Securing your Loans to your Business", May 31, 2010
- Co-Presenter (with Brian T.D. Bowman), "The Power and Pain of Social Media", Canadian Corporate Counsel Association Manitoba Chapter, May 25, 2010
- Author, Pitblado blog, "That's Just Not Acceptable" – Acceptable Use Policies in the Workplace", March 25, 2010
- Co-Presenter (with Robert Watchman), "What's New in IT Law?", MTS Allstream Inc. Legal Department, February 19, 2010
- Presenter, "10-ish Things you Should Know about Technology Contracting", Robson Hall, Faculty of Law, University of Manitoba, Internet and E-Commerce Law, February 11, 2010
- Author, Slaw post, "Manitoba: Innovative Fighter of Child Sexual Exploitation", May 25, 2009
- Presenter, "Confidentiality Agreements", Manitoba Bar Association Technology and Intellectual Property Law Section Meeting, March 31, 2009
- Facilitator, Learning Group, Canadian Centre for Professional Legal Education in business (CPLLED), 2009, 2011 – Present
- Guest Lecturer and Negotiation Facilitator, "Business Transactions: The Art of the Deal", Robson Hall, Faculty of Law, University of Manitoba, 2007 – Present
- Sessional Instructor, "Solicitors Transactions", Robson Hall, Faculty of Law, University of Manitoba, 2003 – 2005
- Roundtable Discussion Moderator, "E-Commerce, E-Business, On-line Sales – World Wide Web or Wild Wild West: Sometimes It's Up to You", Manitoba Bar Association Technology and Intellectual Property Law Section, Manitoba Bar Association 2005 Mid-Winter Conference, January 28, 2005
- Roundtable Discussion Moderator, "Privacy Consideration in the Purchase and Sale of a Business", Manitoba Bar Association Technology and Intellectual Property Law Section, Manitoba Bar Association 2004 Mid-Winter Conference, January 30, 2004
- Author, "Follow the Rules, Acceptable Use Policies for Computers in the Workplace", The HUB Winnipeg Chamber of Commerce magazine, July/August 2002
- Author, "Making the Rules, Devising and Implementing Acceptable Use Policies in the Workplace", The HUB Winnipeg Chamber of Commerce magazine
- Former Contributor, monthly updates on securities law developments in the Province of Manitoba, e.carswell securities.pro – Internet securities law research library

## MEMBERSHIPS AND ASSOCIATIONS

- Canadian Bar Association and Manitoba Bar Association, 1997 – Present
- Chairman, Technology and Intellectual Property Law Section, 2003 – 2008; 2010 – 2014); Secretary 2009 – 2010, Manitoba Bar Association
- Member of Council, Manitoba Bar Association, 2005 – 2007
- Vice-Chairman, Securities Law Section, Manitoba Bar Association, 2002 – 2006
- Director, 2003 – 2007; Member of the Ad Hoc Committees on Private Equity and Financing, E-Commerce and Interactive Media, 2003 – 2007, IT.Can (an association of Canadian information technology lawyers)
- Employee Campaign Chair, Annual United Way Campaign, Pitblado Law, 2005 – 2009
- Former Director, Camp Massad of Manitoba
- Former Member, Young Leaders Winnipeg, a committee of Economic Development Winnipeg (now Destination Winnipeg)
- Former Director, Junior Achievement of Manitoba Inc.

## ACADEMIC AND PROFESSIONAL

- Listed in Best Lawyers® as one of Canada's best lawyers in Information Technology Law
- Listed in the Lexpert® Canadian Legal Directory of Leading Practitioners in Computer Law
- Law Society of Manitoba
- Admitted to the Bar of Manitoba, 1998
- LL.B., University of Manitoba, 1997
- B.A., University of Manitoba, 1993

