



BRUCE E. DIZENFELD, *Senior Attorney*

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Bruce Dizenfeld is a business lawyer and strategist with forty years experience in structuring collaborative and strategic ventures. He represents clients in all phases of transactions across diverse industries, placing a personal emphasis on the health care and technology industries.

Mr. Dizenfeld's areas of expertise include, alternative economic contracts, alternative financing strategies, alternative liquidation strategies, contractor relations, employment, management and shareholder relations, mergers and acquisitions, private equity offerings, regulatory advice in Health Care, trademark, copyright, trade secret protection and licensing, vendor/licensor relations and venture capital financing.

Widely published, Mr. Dizenfeld has written numerous articles on various aspects of business organizations, including finance, intellectual property, licensing, and risk management. He is a contributor to Business Insurance, Business Law News, California Health Law News, the Los Angeles Daily Journal, Modern Healthcare, and several other publications.

REPRESENTATIVE MATTERS

Outside General Counsel for various companies including national specialty medical management company and specialty hospital owner

Health Care Matters, representing a wide range of health care entities, including hospitals, surgical clinics, dialysis clinics, imaging centers, rehabilitation centers, board and care facilities, IPAs, physician groups, sleep centers and cardiology centers on licensing, reimbursement, anti-kickback, anti-referral limitations, and other related issues

Sales of Closely Held Companies including:

- › Sale of consumer product business line by privately held company to large multi-national corporation for \$170 million
- › Sale of family-owned plastics company to German multi-national corporation for \$38 million
- › Sale of business of California dental health plan to national health plan operator
- › Sale of business and continued minority ownership participation of printing and distribution company to new venture-backed entity
- › Sale of niche servicing software business to national credit and merchant services business

- › Sale of business of niche regional construction business to private national niche construction products business
- › Sale of business of telecom servicing company to large venture-backed private national logistics firm seeking to vertically integrate telecommunications services
- › Sale of various software enterprises to financial and strategic purchasers
- › Sale of several medical billing companies to strategic purchasers
- › Sale and purchase of restaurant businesses

Business Structures and Restructuring including:

- › Organized a single specialty, nationwide clinical research service organization consisting of urology practices across the country, as well as creating a related management organization to negotiate with pharmaceutical companies and CROs
- › Counseled formation of medical technology venture with public company which grew into \$400 million enterprise
- › Structured the organization, initial financing and acquisition of franchised restaurants
- › Structured franchise documents and assisted with public offering of franchisor in retail chocolate sales
- › Represented health care billing start-up company regarding its organization structure, financing, governance, operations, and eventual sale to publicly traded billing and physician services company
- › Represented two start-up insurance companies (the first pet health insurance company and a workers' compensation insurer) regarding organization and financing
- › Counseled online poker start-up regarding its organization structure, financing, governance and operations

Intellectual Property Agreements including:

- › Negotiated medical device patent license from university for faculty practice inventor for private commercial exploitation
- › Structured patent license for medical technology start-up organization, financing, and eventual sale of business to venture-backed company
- › Restructured patent ownership and sale of patent rights and trademark licenses to communication technology venture-backed company
- › Technology acquisition licensing for start-up multi-platform (mobile, broadband and television) digital content aggregator and distribution company

PROFESSIONAL RECOGNITION

- › Southern California Super Lawyers (2006 – 2018)

SPEAKING ENGAGEMENTS

- › Los Angeles County Bar Association Health Care Law Section, Panelist

MEMBERSHIPS & ASSOCIATIONS

- › Los Angeles County Bar Association (Founder and First Chair, Healthcare Law Section)
- › California State Bar (Chair, Subcommittee on Physician Joint Ventures - Chair, Education Committee, Business Law Section)

- › Honorary Consul General for the Republic of Mauritius

PRACTICE AREAS

- › Trade Secrets and Unfair Competition
- › Corporate and Transactional
- › Corporate Governance
- › Healthcare
- › Intellectual Property Litigation
- › Sports and Entertainment

ADMISSIONS

BAR ADMISSIONS

- › California

EDUCATION

- › University of California, Los Angeles School of Law, 1978 J.D.,
- › University of Southern California, 1975 B.A.,