



2024 BERGER ENTREPRENEUR BOOTCAMP

INNOVATING SUCCESSFULLY - LAUNCHING AND
MANAGING YOUR START-UP

**October 31 and
November 1, 2024**

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

NSU
Florida

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

2024 Berger Entrepreneur Bootcamp

October 31-November 1, 2024 | Nova Southeastern University

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

First Day of Bootcamp - Thursday, October 31, 2024

7:30 AM - 8:30 AM	Sign in and Continental Breakfast	
8:30 AM - 8:50 AM	Welcome and Program Overview	<p>Dean José R. (Beto) Juárez, Jr. Dean & Professor of Law NSU Shepard Broad College of Law</p> <p>Steven Kass, Esq. Berger Family Fellow and Director Sharon & Mitchell W. Berger Entrepreneur Law Clinic NSU Shepard Broad College of Law</p> <p>Jon M. Garon, Professor of Law and Director, Goodwin Program for Society, Technology and the Law, NSU Shepard Broad College of Law</p> <p>Mitchell W. Berger, Esq. and Sharon L. Kegerreis, Esq., Berger Singerman LLP</p>
8:50 AM - 9:50 AM	Panel 1: Selecting & Documenting Your Business Entity	<p>Michelle K. Suarez, Esq., CEO & Founder, Florida Entrepreneur Law</p> <p>Steven Kass, Esq.</p>
9:50 AM - 11:00 AM	Panel 2: Equity & Ownership and Accounting & Tax Matters	<p>Jordan M. Chisolm, Esq., Cozen O'Connor</p> <p>Michele Migliuolo, Ph.D, Instructor of Entrepreneurship, NSU H. Wayne Huizenga Business Innovation Academy</p> <p>Meredith Tucker, CPA, Principal & Entrepreneurial Services Practice Leader, Kaufman Rossin cpa + advisors</p>

First Day of Bootcamp - Thursday, October 31, 2024

11:00 AM - 11:15 AM

Morning Break

11:15 AM - 12:30 PM

Panel 3: Community Resources
and Support for Underserved
Communities

Courtnee M. Biscardi, MPA, Executive Vice President,
Urban League of Broward County

Rafael Cruz, MBA, CGBP, EDFP, Assistant Director,
Florida Small Business Development Center (SBDC) at
FAU, Division of Research

Sandy-Michael McDonald, Director, Broward County
Office of Economic and Small Business Development
(OESBD)

12:30 PM - 1:45 PM

Panel 4: Lunch and Learn -
Fundraising for Your Start-Up

Jose Brache, Ph.D, Academic Director, NSU | H.
Wayne Huizenga Business Innovation Academy

Michele Migliuolo, Ph.D, Instructor of
Entrepreneurship, NSU | H. Wayne Huizenga
Business Innovation Academy

1:45 PM - 3:15 PM

Panel 5: Operational Risk
Management

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

Ryan Menocal, Business Insurance Advisor,
Marsh McLennan Agency

Marc Roberts, Managing Director, My HR
Department

3:15 PM - 3:30 PM

Afternoon Break

3:30 PM - 4:45 PM

Panel 6: Navigating the Start-Up
World

Moderated by: J.R. McFarling, Small Business
Development Officer, Urban League of Broward
County

Nadia Davis, Co-Founder, Show Agents LLC

Scott Logvin, President & CEO, Barkera Corp.

David I. Muir, President, Island Syndicate Inc.

4:45 PM - 5:00 PM

Wrap-Up and Preview of
Tomorrow

Steven Kass, Esq. & Jon M. Garon

Second Day of Bootcamp - Friday, November 1, 2024

8:00 AM - 9:00 AM [Sign in and Continental Breakfast](#)

9:00 AM - 9:15 AM [Welcome and Intellectual Property Overview](#) **Jon M. Garon**, Professor of Law and Director, Goodwin Program for Society, Technology and the Law, NSU Shepard Broad College of Law

9:15 AM - 10:30 AM [Panel 7: Patents and Patentability](#) **Alexander D. Brown, Esq.**, The Concept Law Group, P.A.

Scott Smiley, Esq., The Concept Law Group, P.A.

10:30AM - 10:45 AM [Morning Break](#)

10:45AM - 12:00 PM [Panel 8: Customer Data, Cybersecurity, Trade Secret, and Compliance Essentials](#) **Dr. Cheryl Booth**, Associate Director of Research and Reference Services, Panza Maurer Law Library, NSU Shepard Broad College of Law

Francisco Tschen, Adjunct Professor, FIU Law

12:00 PM - 1:15 PM [Panel 9: Lunch and Learn - AI, Synthetic Media, and Deepfakes](#) **Moderated by: Vicenç F. Feliú**, Professor of Law and Associate Dean for Library Services, NSU | Shepard Broad College of Law

Zachary Catanzaro, Assistant Professor of Law, Director of the IP Certificate Program, College of Law, St. Thomas University

Jon M. Garon

1:15 PM - 2:30 PM [Panel 10: Copyright, Websites, and Materials](#) **Paul D. Bianco, Ph.D.**, Fleit Intellectual Property Law

Veronika Balbuzanova, Johnson | Dalal®

Kelly Ann desRosiers, The Lomnitzer Law Firm, P.A.

2:30 PM - 2:45 PM [Afternoon Break](#)

2:45 PM - 4:00 PM [Panel 11: Trademarks, Publicity Rights, and Endorsements Rules](#) **Neda Lajevardi, Esq.**, Partner, Lott & Fischer

Nicholas B. Spatola, Origins Law

4:00 PM - 4:15 PM [Concluding Remarks](#) **Steven Kass, Esq.**

2024 Berger Entrepreneur Bootcamp: Innovating Successfully – Launching and Managing Your Start-Up

Expanded Summary of the Panels

THURSDAY, OCTOBER 31, 2024

1. Selecting & Documenting Your Business Entity

Entrepreneurs face numerous legal issues when establishing and growing their businesses. At the outset, founders must choose an appropriate business entity (e.g., a corporation or LLC, although other organizational forms can be used), agree upon how the organization will be governed, and craft the core organizational documents. This panel will provide an overview of options founders should consider before forming an entity and establishing governance rules that meet the founders' and their company's unique needs. This panel will also provide a brief overview of non-profit corporations as well as social purpose and benefit corporations.

2. Equity & Ownership and Accounting & Tax Matters

When forming a company, founders must decide who will own the company and how the equity interests will be allocated between them. Founders should also plan for issuing future equity to support the company's capital needs and to incentivize individuals providing services to the company. As equity interests or rights to future equity are offered to non-founders, the company must also comply with federal and state securities laws and appropriately document those transactions. Likewise, founders must make important accounting, tax, and other financial decisions, both at the outset and throughout the life of the company, including the set-up of the company's accounting systems and controls, budgeting and financial reporting, income tax structuring (such as C-corp versus S-corp or partnership), Section 83(b) elections in connection with equity incentive structures, and other financial transactions. This panel seeks to provide founders with an overview of the key issues founders should be discussing with their business, legal, and accounting advisors as they launch and grow their companies.

3. Community Resources and Support for Underserved Communities

All start-ups face difficult challenges when starting and growing their businesses. There are numerous governmental and non-governmental resources in South Florida that support entrepreneurs and can help you develop and grow your business. Today, representatives from Broward County's Office of Economic and Small Business Development ("OESBD"), the Florida Small Business Development Center at FAU ("SBDC at FAU"), and the Urban League of Broward County will discuss the resources and opportunities their organizations provide for entrepreneurs and start-ups as well as other important available community resources.

4. Lunch & Learn - Fundraising for Your Startup

Now that you have planned and executed on starting your company, you likely have also developed a business plan, created a prototype minimum viable product, and obtained some market feedback on your product or service. But nothing validates a business more than generating paying customers. To achieve that, however, you will likely also need additional financial support to take your company to the next level. During our Lunch & Learn session, our speakers will walk you through the sources of capital available at the various stages of your company's growth (e.g., angel investments, venture capital, debt instruments, etc.), provide you with an understanding of the basics of fundraising, and offer guidance on how to structure and execute on your fundraising plans, including planning for follow-on fundraising rounds.

5. Operational Risk Management

A business faces numerous risks in its operations. Our panelists will separately address three topics to help companies manage those risks. An experienced human resource professional will address the practical and basic legal considerations founders must consider when developing and managing a start-up's team, including insights on assembling and managing your team as well as establishing practices to avoid or minimize practical and legal human resources issues.

Actions by a company's employees or other parties it contracts with can jeopardize its assets or goodwill. These risks can be managed through various contractual mechanisms, such as non-compete, non-disclosure, non-solicitation and non-disparagement agreements. And when a company onboards a new employee or contractor, the company must also consider any existing restrictions that may be binding upon that person or entity that, if breached, could subject the company to litigation risks. An intellectual property lawyer will discuss these issues from both a business planning and a litigation perspective. Another tool to manage operational risk is through insurance.

Finally, a commercial insurance advisor will discuss the various types of insurance options that are available to businesses to mitigate exposures.

6. Navigating the Start-Up World

We close our first day of the Bootcamp with a panel of start-up founders who will share their experiences and insights in launching and growing their companies. Having "been there and back," they will provide examples of the practical challenges they've faced, the learnings and wisdom gained from those challenges, and the sacrifices and rewards along the way. Their insights should be of great value to all founders and potential founders.

FRIDAY, NOVEMBER 1, 2024

Welcome & Intellectual Property Overview

The key to business success is creating a demand for a firm's product or service that cannot be met by the competition. The more relevant the product, the stronger the demand. The more exclusive the product, the harder it will be for the competition to offer the firm's customers an alternative product or service. Intellectual property provides the most effective method of differentiating a firm's offerings from those of the competition. Market oriented founders who understand IP rights can better focus the process of transforming ideas into profitable business lines.

7. Patents and Patentability

Patents provide a competitive edge by granting patent holders exclusive rights to their inventions and preventing others from making, using, or selling the patented innovation without permission. Patent exclusivity helps businesses attract investors, enhance market position, maintain profit margins, and potentially create additional revenue streams through licensing. Patents can be licensed from patent holders to give even the smallest business a critical advantage. Our speakers will discuss the basics of obtaining, monetizing, and enforcing utility, design, and/or plant patents, as well as the business and legal realities inherent in deciding whether to patent an invention.

8. Customer Data, Cybersecurity, Trade Secret, and Compliance Essentials

All businesses must manage customer data responsibly. This is both a legal requirement and an essential part of customer relations. Equally importantly, the failure to secure customer information or business trade secrets can result in the destruction of the business. Cybersecurity measures are essential to protect this data from breaches and cyber threats. Trade secrets, such as proprietary processes or formulas, must be safeguarded to maintain a competitive edge and prevent unauthorized use by competitors. Compliance with relevant laws and regulations, including data protection and industry-specific standards, is vital to avoid legal penalties and ensure smooth business operations. Together, these elements form a robust framework for protecting a small business's assets and fostering long-term success. Our speakers will discuss the basics of proper cybersecurity and information protection procedures and provide helpful guidance designed to be used by small businesses.

9. Lunch & Learn: AI, Synthetic Media and Deepfakes

AI has become part of the modern culture and is now available to even the smallest business. New services can provide tailored solutions that enhance efficiency and customer engagement. Synthetic media, which includes AI-generated content like images, videos, and audio, offers cost-effective ways to create marketing materials and personalized customer experiences. Digital replicas (or deepfakes) are virtual representations of people, places and more. Used effectively, these tools can magnify the visibility of a company and increase customer engagement. But there are many important limitations to their adoption. Our speakers will explore the benefits, risks, and best strategies for incorporating synthetic media into the small business toolkit.

10. Copyright, Websites, and Materials

For small businesses, understanding copyright is essential to protect their original content, such as website text, images, and marketing materials. Copyright ensures that these creations cannot be used by others without permission, safeguarding the business's intellectual property and brand identity. Websites serve as a digital storefront, and the materials displayed there—like blogs, videos, and product descriptions—must be original or properly licensed to avoid legal issues. By securing copyright for their materials, small businesses can prevent unauthorized use, enhance their professional image, and potentially generate additional revenue through licensing agreements. Our panel will explain the fundamentals of copyright and how to take advantage of these powerful legal protections to promote a company and engage with customers.

11. Trademarks, Publicity Rights, and Endorsements Rules

For small businesses, trademarks are essential for protecting brand identity by legally securing names, logos, and slogans that distinguish their products or services. Publicity rights safeguard an individual's name, image, and likeness from unauthorized commercial use, which is crucial when using endorsements or celebrity partnerships. Adhering to endorsements rules ensures that any claims made in advertising are truthful and not misleading, maintaining consumer trust and avoiding legal repercussions. Together, these elements help small businesses build a strong, reputable brand while navigating the complexities of marketing and intellectual property law. Our panel will explain the fundamentals of trademark law, endorsement law, and state publicity rights to help companies promote their brands and connect with customers effectively and in a manner that meets all legal requirements.



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 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 for six years as a CPA (license no longer active) for both a public accounting firm and in private industry.

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 Miami-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.



Mitchell W. Berger, a trial attorney and founder of full service law firm, Berger Singerman, amongst numerous community and political endeavors, is a member of the Board of Trustees of Nova Southeastern University (“NSU”) and a Board of Governors member of NSU Shepard Broad School of Law since 2010.



Sharon Kegerreis Berger is a trial attorney at Berger Singerman with extensive experience in a wide variety of litigation matters, including white-collar criminal cases, and complex commercial matters. Sharon has been a Board of Governors member of NSU Shepard Broad School of Law since 2014.

Mitchell and Sharon are generous supporters and advocates for NSU. Both serve on the Board of Governors of NSU Law and Mitchell serves on the NSU Board of Trustees while Sharon serves on the NSU Museum Board of Governors. They are members of NSU Fellows Society “Shark Circle,” having a cumulative giving to NSU of over \$1 million dollars. Through Sharon and Mitchell’s generous support, NSU Law created The Sharon and Mitchell W. Berger Entrepreneur Law Clinic which educates and trains law students to provide representation for entrepreneurs, innovators, and start-up businesses. NSU Law and The Sharon and Mitchell W. Berger Law Clinic host the Berger Entrepreneur Bootcamp, an annual program designed to immerse entrepreneurs in the skills and discipline needed to successfully launch and grow a start-up business.



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 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.



Michelle K. Suarez, a Miami native born to Cuban American parents, is a seasoned attorney with extensive experience in business and complex commercial litigation. She has successfully represented both buyers and sellers in multi-million-dollar deals in technology and insurance sectors, and regularly provides legal counsel with respect to sales, acquisitions, capital raises, and generally serves as outside corporate counsel to several companies across various industry sectors, including technology, service professionals, private equity, and retail. Recent accomplishments include representing the sellers in the sale of substantially all of the assets of an insurance business valued at nearly \$50M, and resolving a complex shareholder dispute spanning multiple jurisdictions, saving her client significant litigation costs. When Michelle is not working, she enjoys kayaking, exercising, spending time with her wife and their two daughters, and traveling to their summer home near Cleveland, Ohio.



Jordan M. Chisholm focuses his practice on business and corporate matters. His practice spans mergers and acquisitions, emerging businesses and venture capital, entity formation, financings, joint ventures, and general corporate matters.

Prior to Cozen O'Connor, Jordan was an Equal Justice Works fellow at Legal Services of Greater Miami, Inc. in Miami, where he founded the Neighborhood Entrepreneurs Project, Legal Services' s pro bono small business practice. Through the project, he provided pro bono transactional legal services to more than 100 low-income entrepreneurs as outside general counsel and was a frequent speaker on panels and workshops covering core legal issues for emerging business owners. Jordan also served as a corporate associate at an Albany, N.Y., area law firm.



Dr. Michele Migliuolo is an advisor, coach, and investor to pre-seed and seed-stage startups. Dr. Migliuolo has co-founded five high technology companies in the semiconductor, medical device, and energy sectors.

Dr. Migliuolo received a Doctorate in Physics from the University of Rome (Italy), and M.A. and Ph.D. degrees in Physics from the University of Rochester. He has decades' experience as an executive in manufacturing and sales of scientific capital equipment and analytical instruments.

He has launched foreign products in the United States including mass spectrometers, and imaging chemical microscopes and has launched American products abroad, including thin film deposition systems and surface analysis systems. His expertise is with worldwide customers ranging from academic-government research laboratories, to medical device, semiconductor, superconductor, data storage, electro-optic, microscopy, and analytical chemistry industries.

Michele is a Professor of Entrepreneurship at Nova Southeastern University and a Commercialization Expert at LifeX Labs, Pittsburgh's newest Life Sciences Venture Firm. He is active in the entrepreneurial ecosystem, taking Entrepreneurs and University students to events hosted by Blue Tree Allied Angels, Innovation Works, The Innovation Institute, The Swartz Center, Ascender and others. Michele continues to coach and mentor startup CEO's. Through his network, Michele brings internship and other technology-based employment opportunities to students.

In economic development roles, Michele was an Executive in Residence at TechGROWTH Ohio, Innovation Works, and the Pittsburgh Life Sciences Greenhouse. In 2008 in the private sector, he co-founded NeuroInterventions, an ischemic stroke therapy company. Earlier he was Senior Director and Special Assistant to the Senior Vice President of Research at Seagate Technology's Research Center, and Vice President of FireFly Power Technologies, now Powercast.

In previous entrepreneurial endeavors, Michele was Founder, President and CEO of Verimetra Inc., a bioMEMS company; President of XACTIX, Inc., a manufacturer of MEMS process equipment, and Founder and President of MSR Technologies, Inc. which successfully flew the first MEMS experiment on the Space Shuttle. Prior to these positions, Dr. Migliuolo was VP of Sales and Marketing for E.A. Fischione Instruments, and held various management positions with Kurt J. Lesker Company including VP of Technology and Analytical Division Business Director.

Michele is fluent in multiple languages, and is a member of the APS, the ASMS, and the IEEE, and has published over eighty papers, including patents, refereed publications, contributed proceedings, and invited presentations.



Meredith Tucker is a principal with Kaufman Rossin and Practice Leader of the firm's Entrepreneurial Services group. Her expertise is in providing accounting, tax, and consulting services to dynamic companies and their owners across a variety of industries. She collaborates with entrepreneurs to minimize taxes, understand operations, and reach greater efficiency and profitability.

Meredith's work includes tax planning, financial reporting and analysis, and complex federal and multi-state tax compliance. She serves as a frequent instructor within Kaufman Rossin and the community on accounting and tax matters. Her commentary on tax matters has been featured by national outlets including the Wall Street Journal, CNN Money and Bloomberg.

Meredith is a member of the firm's Inclusion and Diversity Advisory Council. In addition, she serves on the board of directors for Trustbridge Hospice Foundations in Broward and Palm Beach Counties. She is a Certified Public Accountant in the State of Florida and is a member of the American Institute of Certified Public Accountants and Florida Institute of Certified Public Accountants.



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.



Courtnee M. Biscardi serves as the Executive Vice President for the Urban League of Broward County, based in Fort Lauderdale, Florida. In her role, she oversees the Urban League's Community Development Financial Institution (CDFI), the Central County Community Development Corporation (CCCDC), and the organization's Entrepreneurship Center programs. Through her leadership, Mrs. Biscardi ensures that minority- and women-owned small businesses have access to technical assistance and capital via the Small Business Loan Fund. Additionally, she manages human capital for the Urban League's 70 employees and supports the governance functions of both the Urban League and its subsidiary, CCCDC, while spearheading new entrepreneurial strategies and ventures.

With a Master's degree in Public Administration and over 24 years of dedication to the nonprofit human services sector, Mrs. Biscardi has centered her career on community and economic development,

including fair housing and asset-building strategies. Her work has helped move hundreds of low-income families from poverty to prosperity. A 17-year veteran of the Urban League, she has held several leadership positions and played a pivotal role in expanding the organization's programs and community impact.

Mrs. Biscardi's commitment to prosperity issues has earned her recognition from organizations such as the National Urban League, the Children's Services Council, Broward Alliance for Neighborhood Development, and the Health Foundation of South Florida. Currently, she serves as a Board Member of the Housing Finance Authority of Broward County, Vice Chair of the Community Reinvestment Alliance of Florida, Advisory Board Member of TD Bank's Community Development Corporation, and Co-Chair of the South Florida Anchor Alliance's Small Business Technical Assistance Working Group.

Driven by a deep passion for people and a commitment to community and economic development, Mrs. Biscardi's work aligns closely with the Urban League's mission to secure economic self-reliance, parity, power, and civil rights for underserved populations.



Rafael Cruz is a certified business consultant specializing in economic development alongside strategic planning and leadership development of both for-profit and nonprofit organizations. He is well-known in both Broward and Palm Beach counties for his commitment in developing strategic community partnerships in the economic development community.

His broad background also encompasses a career in corporate leadership, finance, marketing and branding, international business and the creative economy.



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.



Marc Roberts is recognized as a senior executive whose leadership style effectively balances a pragmatic management approach with strong creative and innovative skills. Throughout his career, Marc has proven that he can achieve results regardless of the challenges before him.

Marc's early career was in accounting with BDO Seidman and then he moved over to corporate finance with companies like Kraft Foods, Adidas USA, and Continental Grain. Marc left the corporate world moving into consulting for several years prior to forming his own executive search organizations, Infinity Partners, and Search Support Group. Over the years, working closely with CEO's and Entrepreneurs, Marc saw the need for Concierge Human Resource services for the small to mid-sized business, which all have Human Resource needs but not the full-time staff on board.

Marc holds an MBA in Corporate Financial Management from Pace University and a BS Degree in Accounting from Lehman College. Marc serves on the Advisory Board of the Westchester Biotech Project and is a frequent speaker at the Woman's Enterprise Development Council. He is also Co-Chair of Networking Professionals of Westchester, a business networking group.



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.



Ryan Menocal is an associate business insurance advisor at Marsh McLennan Agency, the largest insurance brokerage in the world. He works with clients in a variety of industries, including the construction, life sciences, technology, and logistics industries. Ryan advises on the liability exposure and placement of Property, General Liability, Auto, Stock Throughput, Directors & Officers, and Cyber, among other coverage lines. Prior to his experience at MMA, Ryan received his undergraduate degree from Tulane University.



J.R. McFarling. As Small Business Development Officer at the Urban League's Entrepreneurship Center, J.R. creates alliances within the community while supporting the needs of underserved small business owners. Through his daily activities, J.R. creates programs and services that support the growing needs of the small business in the community. J.R. is able to uncover pain points from local small minority businesses to then pinpoint resources including training and capital that is appropriate in assisting their growth as a business owner.

All services offered through the Entrepreneurship Center under J.R.'s guidance are designed to help foster growth of businesses and business ideas. His work is accomplished by community outreach, advanced training programs and technical assistance offered at the Urban League's Entrepreneurship Center. His mission is to help establish, structure, strengthen, empower and grow minority owned businesses while helping to create wealth in the community. J.R. has over 20 years' experience in business development and is passionate about his work in the community.



Nadia Davis is the Founder and CEO of Show Agents, an innovative platform revolutionizing the real estate industry. Show Agents connects overbooked realtors with local licensed showing assistants who facilitate property showings and other appointments on the realtor's behalf. Nadia's mission is to enhance efficiency in real estate while promoting a healthier work-life balance for industry professionals.

A Florida native, Nadia excelled at Florida International University on a full scholarship, graduating magna cum laude with dual bachelor's degrees in Communications and Business Administration. Nadia later pursued an MBA focused on entrepreneurship at Nova Southeastern University, enhancing her business and leadership skills. With over seven years in real estate, Nadia's extensive experience spans property management, sales, and acquisitions.



Scott Logvin is an innovator, inventor, industry disrupter, and serial entrepreneur whose lifelong passion for business has led him to have the opportunity to work in multiple industries.

Based in South Florida, Scott is the Co-Founder and President of Barkera™ and the President of Liquid UPC. As a forward-thinking leader with a uniquely innovative approach to business, Scott has successfully crafted the vision, deployment, execution, and growth strategies for numerous multinational companies and has assisted countless startup ventures in building a productive online presence.

Scott served on the client advisory board for GoDaddy and Digital River and currently consults with multiple privately-owned North

American startups. He also led sales, lead, and marketing automation efforts for a 4,000-member sales team and innovated the B2B eCommerce channel as Head of eCommerce for Citrix, elevating the business solutions company to new heights.

Scott is a graduate of the State University of New York at Buffalo with a degree in Business Management, with an emphasis on Marketing and Entrepreneurial Leadership. He attended Florida Atlantic University with courses in Hospitality, Tourism, and Management, and has been a featured speaker at multiple universities, including the Terry College of Business at the University of Georgia, University of Buffalo, Nova Southeastern University Huizenga Business Innovation Academy, and the NSU Broward Center of Innovation. At the Center of Innovation, Scott advises hundreds of entrepreneurs and has developed an innovative Internship Program providing a foundation of education for future pet industry business leaders.

One of the industries that has caught his attention is the fragmented Pet Industry. Currently focusing on the opportunity and potential, he is working with industry leaders to create an online ecosystem platform designed to elevate pet ownership by bridging the gaps in the pet industry by uniting industry experts to revolutionize pet care standards. With his extensive business and technology expertise, Scott Logvin is committed to transforming the pet industry. He consistently pushes the boundaries to create the elevated pet owner™—one who is responsible and aspires to the highest standards in both human and pet care.



David I Muir is a serial entrepreneur, photo artist, author, and community leader. Muir weaves a tale of inspiration, cultural richness, and eye-opening realities through his alluring art collections. However, note that his primary work is one with executive duties at the content creation and media company, Island Syndicate.

Muir's art, imbued with his special love for candid, cultural, and lifestyle photography, is as much a reflection of his passionate spirit as it is a tribute to his Jamaican roots. He uses his lens to reflect the triumphant in the everyday, establishing a sense of possibility and renewed potential. His fascination for seeking understanding within still moments culminates in his collections, "Portraitic Perspectives", "Reggae Reel" and "Pieces of Jamaica".

Notably, his collection “Pieces of Jamaica” was critically acclaimed, prompting national and international exhibition tours. In 2012, the exhibitions were compiled into a coffee-table book titled “Pieces of Jamaica™: The Real Rock Edition”. Subsequently, in 2022, with assistance from the team at Island Syndicate, a sequel, “Pieces of Jamaica™: Jamrock Edition”, was published. This equally fascinating book further underscored Jamaica's cultural richness and vibrant charm.

Beyond his artistic endeavors, Muir’s contributions to society and arts are significant. He is co-founder, immediate past president, and board member at Island SPACE, an impact organization that promotes excellence in arts and culture representing the Caribbean. Muir along with the team at Island SPACE established the first Caribbean Museum, celebrating the common heritage of Caribbean nations. Muir’s community service spans multiple local advisory boards in areas as diverse as nonprofits, community advocacy, and arts organizations.

Muir has been recognized as one of South Florida’s 100 Most Accomplished Caribbean Americans and as one of South Florida's Most Powerful & Influential Black Business Leaders. Cities of Sunrise and Lauderdale have honored him for his valuable art contributions, and he has received multiple award nominations for his work in photography. His accolades include being awarded Photo Journalist of the year by the Black Owned Media Alliance (BOMA) and receiving a Charlie Award for photography from the Florida Magazine Association (FMA).



Alexander Brown. Mr. Brown manages the litigation department of the Concept Law Group, an Intellectual Property boutique law firm. Mr. Brown has lectured to various groups, and has appeared on a variety of nationally syndicated television and radio shows to discuss cutting edge intellectual property issues in sports, entertainment, and media law.

In the courtroom, Mr. Brown has achieved more than \$60 million in jury verdicts, settlements and final judgments in intellectual property matters, including a \$24 million patent infringement verdict and a \$25 million copyright infringement verdict. These two trial victories garnered Mr. Brown the recognition of Most Effective Lawyer in 2010 and 2012. And, in 2013 Mr. Brown was named among the top 40-under-40 in the Daily Business Review’s 2013 recognition of the top 40 lawyers under the age of 40.

In addition to his trial work, Mr. Brown has handle several appellate cases. Mr. Brown’s skills as an appellate lawyer emanate from his serving as a staff attorney for Nova Law Alumnus, The Honorable Melanie G. May, a judge with Florida’s Fourth District Court of Appeal. Mr. Brown also served as law clerk for The Honorable Linnea R. Johnson, a Federal U.S. Magistrate Judge with the Southern District of Florida.

Mr. Brown holds a law degree, magna cum laude, from Nova Southeastern University, where he graduated in 2004 in the top four percent of his graduating class.



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 assists 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.



Dr. Cheryl Booth is an Associate Director of Research and Reference Services at the Panza Maurer Law Library at NSU Shepard Broad College of Law and an adjunct professor of law. As an adjunct professor she has delivered seminars in Intellectual Property Licensing and Information Privacy Law and has also taught a course in Advanced Legal Research Techniques multiple times.

In addition to a J.D., Dr. Booth has a M.L.I.S., a Ph.D in Information (published in the areas of Information Privacy, Information Behavior, Online Deception/ Cybersecurity); and a LLM in IP.

She currently has 2 practitioner's credentials from the International Association of Privacy Professionals (IAPP). Dr. Booth is also a Certified Information Privacy Professional as to U.S. Law (CIPP/US) and a Certified Privacy Management Professional (CIPM). She is

also a certified Artificial Governance Professional (AIPG) and is working towards earning a credential as an Information Privacy Professional as to EU Law (CIPP/E) next year.

Dr. Booth has two doctrinal areas of interest in the law – Information Privacy Law and Intellectual Property Law, and her scholarship and research focuses on the intersection of these doctrinal areas. Prior to coming to NSU, Dr. Booth was a contracts attorney, and spent about 15 years working as In-House legal in different organizations and practice areas.



Francisco Tschen is an Adjunct Professor at FIU College of Law. Professor Tschen has over 14 years of experience in patent law at the United States Patent and Trademark Office (USPTO). He began his career in intellectual property as a Patent Examiner, where he examined applications in various technical fields, including chemical coatings, batteries, semiconductors, LEDs, LCDs, molding, and 3D printing. For the past three years, Francisco has trained Junior Patent Examiners, guiding them through the Signatory Program to attain Primary Examiner status.

Professor Tschen's research interests encompass intellectual property, as well as law & technology. His research focuses on international IP treaties such as the Patent Cooperation Treaty (PCT) and its impact on U.S. Patent Practice, as well as privacy issues and how to protect our privacy in an age of rapid changing technology.

He holds a J.D. from FIU School of Law, an M.S. in Materials Science and Engineering, and a B.S. in Chemical Engineering from Texas A&M University.



Zachary L. Catanzaro is an Assistant Professor of Law and Director of the IP Certificate Program at St. Thomas University College of Law, where he teaches in the Intellectual Property Certificate program. His recent research includes articles on the use of non-fungible tokens (NFTs) to facilitate lawful digital resale under the Copyright Act, published in the prestigious Harvard Journal of Sports and Entertainment Law, and on how generative AI art undermines the economic Copyright Incentive Theory, published in the NYU Journal of Intellectual Property and Entertainment Law.

Prior to his academic career, Professor Catanzaro spent a decade engaged in litigation and transactional practice, primarily focusing on corporate cyberlaw, intellectual property, and digital assets. His clients consisted of entrepreneurs, creative start-ups and technology companies. During his time in private practice, he leveraged emergent technologies, including his utilization of artificial intelligence in large-scale eDiscovery projects.

Demonstrating a deep commitment to service, Professor Catanzaro actively contributes to the educational outreach efforts of the Florida Bar. He is honored to serve as the academic chair of the Business Law Section's Blockchain & Digital Assets Committee and eDiscovery & Electronic Evidence Committee. In this capacity, he has authored numerous legislative white papers on proposed Florida technology-related regulations and has lectured on behalf of the Bar to enhance lawyers' technological competency in practice.

In his spare time, Professor Catanzaro pursues his passion for music by playing piano.



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.



Paul Bianco, Ph.D. In addition to serving as an Adjunct Professor at the NSU Shepard Broad College of Law, Paul Bianco is a patent and trademark attorney whose practice is focused on patent and trademark transactional work. His patent work is primarily in the areas of materials, mechanical and biomedical technologies. Paul's practice includes patent and trademark prosecution, licensing, transactional and opinion work, and client counseling. Prior to relocating to South Florida, Paul worked in the Washington D.C. office of Pennie & Edmonds LLP. Paul graduated Cum Laude from the University of Pennsylvania with a B.S. in Bioengineering. He also earned his M.S.E. and his Ph.D. in Bioengineering from the University of Pennsylvania. After finishing his Ph.D., he completed a fellowship at the Center for Devices and Radiological Health at the Food and Drug Administration in Washington, D.C. Paul received his J.D., Cum Laude, from the Georgetown University Law Center.



Veronika Balbuzanova earned her Bachelor's degree with Honors from Nova Southeastern University where she majored in Legal Studies and minored in Applied Behavior Analysis. Pursuing her love of the law, she graduated from the Shepard Broad College of Law at Nova Southeastern University with her Juris Doctorate degree. Veronika graduated Summa Cum Laude, ranking sixth in her graduating class. During her time at the Shepard Broad College of Law, Veronika served as the Volume 43 Lead Articles Editor of Nova Law Review. As a member of the Nova Trial Association and the Moot Court Society, she competed in the 2018 Robert Orseck Moot Court Competition and finished as a Quarter-Finalist. Veronika was the recipient of the 2019 Stephanie Aleong Impact Award, which recognizes professors and students for their

contributions to the Shepard Broad College of Law. Veronika served as a judicial intern to the Honorable Melanie G. May at the Fourth District Court of Appeal of Florida. With a passion for Data Privacy and Cybersecurity Law, Veronika enjoys navigating the legal landscape of technology and the law while keeping clients' interests at the forefront. Professional Membership & Involvement: Federal Bar Association, Broward County Chapter Federal Bar Association, Intellectual Property & Communications Law Section American Bar Association, Litigation Section (Privacy & Data Security Committee) American Bar Association, Young Lawyers Division American Bar Association, Solo, Small Firm and General Practice Division



Kelly Ann desRosiers is an associate attorney at the Lomnitzer Law Firm and focuses on intellectual property and entertainment law. She also has extensive experience in all aspects of litigation including: pre-suit planning and negotiating, electronic discovery, motion practice, taking and defending depositions, and settlement negotiations. Kelly joins the Lomnitzer Law firm from a boutique insurance defense firm where she litigated a variety of construction defect and first-party property litigation issues. While in law school, Kelly concentrated in Intellectual Property and Cybersecurity Law and was an active member of the Nova Trial Association, Moot Court Honor Society and the Sports and Entertainment Law Society.

Leveraging Kelly's personal experience as a stand-up comedian and her work experience, the focus of Kelly's practice is advising

clients of all sizes in a wide range of intellectual property areas, including software copyrights, enforcement actions before the USPTO Trademark Trial and Appeal Board (TTAB), trademark and copyright registration and litigation, and transactional work. Kelly's exposure to multiple phases of litigation allows her to effectively assist clients with the day-to-day lifecycle of intellectual property disputes and provide competent and effective legal guidance.



Neda Lajevardi is a partner at Lott & Fischer. Ms. Lajevardi is a Phi Beta Kappa graduate of Emory University, where she earned a Bachelor of Arts degree in Philosophy and a minor in Persian Language and Literature. She received her Juris Doctor cum laude from the University of Florida Levin College of Law. Ms. Lajevardi is trilingual in English, Spanish, and Persian.

While in law school, Ms. Lajevardi concentrated her studies on intellectual property law and received top grade awards in European and International Copyright Law, Legal Drafting and Negotiation and Mediation. She was a Teaching Assistant for her law school's Legal Research and Writing and Appellate Advocacy courses as well. Ms. Lajevardi was also an executive board member of The Florida Moot Court Team and awarded Best Oralist at the Charleston National Moot Court Competition in South Carolina.

Prior to joining Lott & Fischer, Ms. Lajevardi was a fellow at the World Intellectual Property Organization at the United Nations in New York City, where she experienced firsthand the intricacies of international intellectual property law. She has clerked for private law firms, gaining experience in discrimination law, disability law, employment law and commercial litigation. Additionally, Ms. Lajevardi has worked at a law firm in Madrid, Spain.

Ms. Lajevardi is active in the intellectual property community, serving as a member of her local bar associations as well as the Florida Association of Women Lawyers. She is also highly involved with the International Trademark Association ("INTA"). She has presented at INTA Conferences in Barcelona, Spain and Orlando, Florida and currently serves as a Subcommittee Co-Chair of INTA's Young Practitioners Committee, where she helps educate young lawyers about INTA and trademark law.



Nicholas Spatola is a Registered Patent Attorney practicing in all areas of Intellectual Property Attorney. He is a member of the DC Bar, Florida Bar, as well as the Federal District Court for the Southern and Middle Districts of Florida. He is a driven individual who is passionate about the world of intellectual property law. He believes hard work pays off, and you can never stop learning. With a high value on education, Nicholas will take any opportunity he has to learn new skills or help teach others. An ability to adopt new technologies quickly allows him to implement the newest business and legal strategies to help advance his productivity and the productivity of others around him to support his clients. He is a goal oriented and adaptable individual who works well in both individual and team settings.

After obtaining his undergraduate degree in Engineering from Drexel University, Nicholas worked in the electrical and automation industries before attending and graduating Nova Southeastern University Shepard Broad College of Law with a concentration in Intellectual Property. During his time at Nova Southeastern he was involved in numerous ventures, and as the President of the Intellectual Property Law Society (IPLS), he networked within the local legal community to sponsor speaker events and other learning experiences to help him and his peers further their education and understanding of IP. Most notably, he created the initial proposal and led the efforts to spearhead the concentration in intellectual property, which was offered for the first time to graduates of the class of 2018.

Nicholas is the owner of Origins Law, LLC, and has represented clients as well as consulted with several law firms in the areas of patent and intellectual property law. As an avid people person, Nicholas welcomes new opportunities, so please do not hesitate to contact him.

Notes

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