

SALLY J. MARCH

Education

- LL.M. University of London, LSE 1987
Intellectual Property, Computer Law, Evidence & Proof and Chinese Law
- J.D. University of California, Hastings College of Law 1980
with honours
- B.A. Lawrence University 1977
cum laude

Experience

March 2002 – present Head of Legal, BBC Technology Holdings Ltd

Responsible for all aspects of legal risk, including commercial negotiations, intellectual property, and supporting the Board on strategic issues and corporate governance. Leading a team of 6 professionals, I sit on the North American Board. Key achievements include:

- Closing \$10M contract with ESPN for development of end-to-end editing and archive system for its digital conversion project;
- Closing contract for coding and multiplexing that allowed launch of Freeview;
- Re-organizing Legal department to provide more focused service in-house;
- Creating procedures for identification and protection of IP, resulting in filing of first patent applications in UK and US.

March 2000 - March 2002 European Counsel, DIVA Technology Systems

Sole European counsel for California media technology (VOD) company. I worked closely with the MD on strategy and assisted with communications with US HQ. I was responsible for all aspects of legal risk outside US, including protection of proprietary information and clearing public statements for SEC compliance.

January 1997 - December 1999 Partner, Coudert Brothers, London

1992 - January 1997 Partner, Pepper, Hamilton, London and Moscow

From 1988 to 2000, I was a member of a team that built one of the first successful practices in the former Soviet Union. When our first firm, Cole Corette, broke apart in 1992, we joined Pepper, Hamilton and opened offices for the firm in Moscow, St. Petersburg and Almaty, Kazakhstan. Together with 4 other partners, we built the

practice into a team of +25, advising blue chip companies and investment funds in the region, the EBRD, and advising the Government of Kazakhstan on major privatizations of oil fields and refineries. A significant part of our practice was law reform projects and I led a team advising the Russian Securities Commission on reform of company and securities legislation. In addition to managing the Russian offices, I was responsible for the firm's relationship with its associate UK law firm. When Pepper, Hamilton withdrew from international practice to focus solely on the US, we merged the practice into Coudert Brothers.

1988 - 1992

Associate, Cole Corette & Abrutyn

1980 - 1986

Litigation practice in the US

Starting as a judicial law clerk for a Federal judge in Wisconsin, I moved on to a general practice focusing on litigation, primarily criminal defense, before moving to London.

Professional Qualifications and Membership in Professional Associations

Law Society of England and Wales, admitted 2000

California Bar, admitted 1980

Wisconsin Bar, admitted 1981

Association of Corporate Counsel, Europe (member of International Committee)

Computer Law Association

American Women Lawyers in London

Women in Telecommunications and Technology