

ROBERT F. COPPLE, J.D., Ph.D.

Copple & Associates, P.C.

www.Copplelaw.com

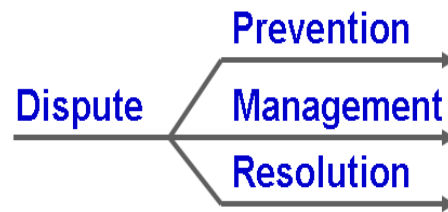
9274 East Desert Trail

Scottsdale, AZ 85260

(480) 614-5771

Cell (480) 694-3403

RFC@Copplelaw.com



EXECUTIVE SUMMARY

- **Highly skilled and effective litigation / regulatory / risk management attorney with 20 years of Fortune 50 in-house, large law firm, and corporate consulting / alternative dispute resolution experience**
- **Particular expertise in complex litigation, compliance, and regulatory disputes, including:**
 - **Environmental / natural resources / energy**
 - **Intellectual property / patent**
 - **Biotechnology**
 - **Products Safety / Liability**
 - **Commercial / unfair competition / securities**
 - **eDiscovery / data management / information technology**
 - **Media / telecommunications / internet**
 - **Insurance recovery**
 - **Negotiations / alternative dispute resolution**
- **Extensive multidisciplinary experience in:**
 - **Compliance Counseling**
 - **Risk evaluation and strategy planning**
 - **Crisis / issues management and communications**
 - **Government / public relations**
 - **Application of decision sciences to litigation analysis and strategy development**
- **Led global teams involving a broad range of legal issues with a \$30 million annual budget**
- **Led development of numerous internal policy initiatives including:**
 - **Litigation risk analysis and management**
 - **eDiscovery / data management and security**
 - **Alternative dispute resolution**
 - **eCommerce**
- **Numerous teaching, public speaking presentations, publications, and professional projects including: Co author and editor, “Biotechnology and the Law,” a treatise published by the ABA 2007**
- **“Best Lawyers in America” and “Top Lawyers in Phoenix”**
- **Law review, state and federal judicial clerkships**

See also, www.Copplelaw.com

EXPERIENCE:

COPPLE & ASSOCIATES, P.C., Scottsdale, Arizona (2006 – Present). Dispute Prevention, Management, and Resolution. Providing highly sophisticated and solution-oriented alternative dispute resolution and consulting services, including:

Litigation Strategy, Conflict Management and Alternative Dispute Resolution:

- **Experience in hundreds of arbitrations and mediations.**
- **Trained Mediator and Arbitrator** – Commercial, technology, environmental / natural resources / energy, and governmental / regulatory disputes.
- **American Arbitration Association** – National Mediator and Arbitrator panels.
- **CPR International Institute for Conflict Prevention and Resolution** – National Technology, eDiscovery, Environmental, and General panels. Chair, CPR Commission on Patent Dispute Resolution.
- **Arizona State Bar Association** – Executive Council, ADR Section
- **American Bar Association** – ADR Section
- **Motorola, Inc.** – Global ADR coordinator, directed ADR policy and lead the Fortune 50 tech company's effort to reduce litigation costs.
- **Publishes and teaches** extensively on ADR subjects.

Dispute Prevention and Management

- **Data Management, Security, eDiscovery, and Compliance.**
- **Litigation Risk Evaluation, Management, and Strategy Development.**
- **Regulatory Strategy and Negotiations.**
- **Intellectual Property and Technology Based Solutions.**
- **Issues/Crisis Management and Dispute Communications.**
- **Law Firm and Corporate Law Department Management.**

LEWIS AND ROCA, LLP, Phoenix, Arizona, Of Counsel (September 2003 – August 2005). Member of Complex Civil Litigation, Intellectual Property, Environmental, and Alternative Dispute Resolution Practice Groups. Created and lead Biotechnology Practice Group. Litigation strategy consultant to major corporations in more than 100 securities cases. Identification, development, and marketing of new practice areas including biotech, patent litigation, and electronic data management.

MOTOROLA, INC., Scottsdale, Arizona (1996 - 2003), Senior Litigation Counsel and manager of the Phoenix Law Department Office.

Superfund / Environmental, Health, and Safety: Lead responsibility for centralizing, reorganizing, and managing Motorola Superfund and remediation program world-wide. Initiated an aggressive risk-based approach resulting in more than \$100 million of dollars saved and returned to Motorola. Extensive experience in agency negotiations, EHS counseling, strategy, and dispute resolution.

Complex Litigation – Subject Matter: Motorola wide responsibility for all Superfund and environmental litigation and related governmental negotiations; toxic tort, intellectual property, insurance recovery, and internet / eCommerce litigation. Chief commercial litigation counsel for Semiconductor Product Sector (\$8 billion dollar business).

Litigation – Process: Managed \$15 to \$30 million annual outside counsel budget. Developed dynamic litigation metrics for statistical analysis and organization of all litigation matters, expenditures, and budgets. Motorola ADR coordinator responsible for internal policies and strategies. Developed and implemented model for extended paralegal utilization. Created processes and guidelines for all document retention and electronic discovery and led implementation.

Outside Law Firm Management: Led initiative to reorganize Motorola's engagement, organization, and management of outside firms, and: 1) established interview and evaluation process of all existing firms resulting in reduction of outside firms from 260 to less than 60; 2) identified and appointed core regional firms across the United States, negotiated fee agreements; and 3) setup system for ongoing management of outside firms.

Litigation -- Decision Tree / Statistical Strategy Analysis: Developed statistical decision science tools for litigation analysis/strategy planning. In-house litigation consultant for all major Motorola litigation, disputes, liability allocations, mediations, and settlements.

eCommerce and Internet Law and Regulation: Reorganized and lead Motorola Law Department internet law group. Organized corporate legal systems relating to issues such as electronic contracting, information collection, and privacy, internet security, intellectual property, electronic discovery, and international jurisdiction and coordination. Conducted internal and external eCommerce seminars and training.

Crisis / Risk Analysis and Management: Developed and applied risk analysis tools for technological development at the project and program level (i.e., Iridium satellite launch program). Developed and participated in crisis management teams throughout corporation.

Public / Media / Government Relations: Extensive experience with Federal and State agencies throughout the United States and in developing and/or repairing agency and public relationships. Lead attorney in creating public relations strategies and statements for key programs.

Superfund / Environmental, Health, and Safety: Lead responsibility for centralizing, reorganizing, and managing Motorola Superfund and remediation program world-wide. Initiated an aggressive risk-based approach resulting in more than \$100 million of dollars saved and returned to Motorola. Extensive experience in agency negotiations, EHS counseling, strategy, and dispute resolution.

PARCEL, MAURO, HULTIN & SPAANSTRA, Denver, Colorado, (1990 - 1996). Complex environmental litigation, regulatory negotiations, and government relations for Fortune 500 clientele.

SHERMAN & HOWARD, Denver, Colorado. (1986 - 1990). Environmental, telecommunications, public utility, and general commercial litigation.

UNITED STATES DISTRICT COURT. Law Clerk to the Hon. Robert Van Pelt, United States District Judge for Nebraska (1982 - 1984). Drafted opinions for the United States Courts of Appeals for the Fifth, Sixth, Seventh, Eighth and District of Columbia Circuits; participated in resolution of interstate boundary disputes; assisted in District Court trials.

NEBRASKA SUPREME COURT. Law Clerk to the Hon. Norman Krivosha, Chief Justice of the Nebraska Supreme Court (1981 - 1982). Conducted research for more than 100 judicial opinions, drafted legislation regarding the powers of judicial branch.

NEWSPAPER REPORTER: Oregon Statesman, 1979; Springfield News Leader and Press, 1978.

LEGISLATIVE AID: U.S. Congress, 1976; Nebraska Unicameral, 1978; Nebraska Legislative Fiscal Office, 1977.

LEGAL EDUCATION:

UNIVERSITY OF NEBRASKA COLLEGE OF LAW, J.D., 1981.

Honors and Activities: Executive Editor, Nebraska Law Review; Nebraska Transcript Staff; Winthrop and Frances Lane Foundation Scholarship; Centennial College Teaching Fellow.

GRADUATE EDUCATION:

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL, Ph.D., Mass Communications, 1990.

Course of Study: Telecommunications law and policy, regulatory theory and decision-making, economic and social science methods, public opinion formulation and media effects, law and economics, technological innovation and regulation, media management, first amendment analysis, freedom of information and access to information analysis, and intellectual property and computer law, constitutional theory and history.

Dissertation -- Cable Television: The Allocation of Regulatory Authority Over Cable Television: A Study of Federal, State, and Local Roles (1990). A comprehensive analysis of the Cable Communications Policy Act of 1984 and its division of regulatory power between federal, state, and local authorities with emphasis on the technical, economic and political justifications for regulatory choices.

Honors and Activities: Adjunct professor, Colleges of Law (Appellate Advocacy), and College of Mass Communications (Communications Law); Research Assistant; Judge, Moot Court Competition, College of Law; Quincy Scholarship.

UNIVERSITY OF NEBRASKA-LINCOLN, M.A., Mass Communications, 1985.

Course of Study: Media law, communications policy, government and business relations, communication theory, social science methods.

Thesis: The development and application of state constitutional provisions to communications and media issues.

Honors: Kappa Tau Alpha.

UNDERGRADUATE EDUCATION:

UNIVERSITY OF NEBRASKA-LINCOLN, B.A. 1977.

Major: Journalism.

Minors: Political Science, Chemistry, Life Science and English.

Scholastic Honors: Dean's List; Beta Theta Pi Scholarship; Freshman Scholastic Honorary Society; University of Nebraska Regents Scholarship Alternate; Hayes-Fulbright Scholarship Finalist to Australia; First Place, College Division, Nebraska Press Photographers Contest; Legislative Reporter, The Nebraska Journalist.

PROFESSIONAL AND PUBLIC INTEREST ACTIVITIES AND HONORS:

BEST LAWYERS IN AMERICA (2007 - 2010). Named as one of the “Best Lawyers in America” in Biotechnology Law.

TOP LAWYERS IN PHOENIX. Named as one of Phoenix’s “Top Lawyers” by Phoenix Magazine.

ARIZONA STATE BAR ASSOCIATION. Executive Council for the Alternative Dispute Resolution Section of the Arizona Bar Association.

ARIZONA TECHNOLOGY COUNCIL, Law and Technology Committee.

CPR INTERNATIONAL INSTITUTE FOR DISPUTE PREVENTION AND RESOLUTION, (2001 to present). Motorola representative on key committees for development of ADR policy and practice, judge for annual publications contest, Chair, CPR International Patent Dispute Commission (Mediation, Arbitration, and Judicial Dispute Committees), Instructor for ADR Neutral Classes. Named to National Environmental, Technology, eDiscovery and General Neutral Panels.

AMERICAN ARBITRATION ASSOCIATION, (2006 to present). Named to national mediator and arbitrator panels.

UNIVERSITY OF NEBRASKA COLLEGE OF LAW, (2000 to 2004). Chairman, Fundraising Committee; Member, Alumni Advisory Board.

CITY OF DENVER BROWNFIELDS REDEVELOPMENT POLICY FORUM, (April 1996). Organized a large attendance policy forum on behalf of the City of Denver and the U.S. Environmental Protection Agency to study and encourage the redevelopment of Superfund sites.

AMERICAN CIVIL LIBERTIES UNION, Kay v. St. Joan, Denver District Court (1993). Represented Judge Jacqueline St. Joan in action seeking her disqualification from a domestic violence case because of her public lectures on gender bias and domestic violence.

DENVER CABLE TELEVISION BOARD. Appointed by the Denver City Council (1992-93). Advise Board and City Council regarding federal and state regulatory policy and franchise negotiation.

SPECIAL COUNSEL ON CABLE TELEVISION, Fort Collins, Colorado. Special counsel to City of Fort Collins regarding cable television franchise renewal (1992).

SPECIAL COUNSEL, CABLE TELEVISION ADVISORY COMMITTEE, Lincoln, Nebraska. Regulatory analysis and negotiation advice to Advisory Committee in the course of the review of the cable television franchise for the City of Lincoln (1991-92).

CITY AND COUNTY OF DENVER. Special Assistant County Attorney. (Summer, 1988) On loan from Sherman & Howard to the City and County of Denver to prosecute criminal cases.

RHODES UNIVERSITY, Grahamstown, South Africa. Counsel to Rhodes University faculty coalition regarding drafting of new constitution for South Africa and statutory regulation of media industries (1990).

UNIVERSITY TEACHING AND ACADEMIC APPOINTMENTS:

ARIZONA STATE UNIVERSITY.

Sandra Day O'Connor College of Law. Chairman of Advisory Board and Research Fellow, Center for Law, Science, and Innovation (2007-present).

UNIVERSITY OF HOUSTON LAW CENTER. Guest lecturer Trial Advocacy.

ARIZONA STATE UNIVERSITY.

Cronkite School of Mass Communications. Graduate seminar on Crisis Communication and Issues Management (1997 to 2000).

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL.

College of Law. Adjunct Professor, Legal Research and Writing, Appellate Advocacy, College of Law (1986).
School of Journalism. Instructor, Communications Law, School of Journalism (1985).

UNIVERSITY OF NEBRASKA COLLEGE OF LAW. Centennial College Teaching Fellow in Law (1980).

SELECTED EXTERNAL PROFESSIONAL PRESENTATIONS:

Dispute Resolution in the New Age of Law or What Senior Partners Won't Tell You, Arizona State Bar Association, Young Lawyers Division, March 19, 2010.

The Biotech Business Life Cycle, Arizona State University Center for Law, Science and Innovation, February 15, 2010.

Data Management and Security: The Solution to eDiscovery and Compliance, Arizona Technology Council, June 24, 2009.

Managing Litigation Costs in the Great Recession, Federal Bar Association, Phoenix, Arizona, April 16, 2009.

Biotechnology and Law: The Lawyer as Counselor and Adviser, Arizona State University College of Law, Center for the Study of Law, Science and Technology, February 16, 2009.

Business and IT Solutions to Prevent Identity Theft, Arizona State Bar Association Webcast, September 10, 2008.

Biotechnology Practice and Business: A Multidisciplinary Approach to Legal Representation, Arizona State University College of Law, Center for the Study of Law, Science and Technology, March 3, 2008.

Electronic Discovery in Arbitration, Alternative Dispute Resolution Section, Arizona State Bar Association, February 5, 2008.

Ethics in Alternative Dispute Resolution, Arizona Association for Conflict Resolution, January 12, 2008.

The Use of Decision Science Techniques to Establish the Value of Intellectual Property in Risk Scenarios, Intellectual Property and Critical Information Conference, Arizona State University, October 3, 2007

The Complete Legal Negotiator, Program Chair, Arizona State Bar Convention, June 29, 2007.

Biotechnology Litigation: Dispute Avoidance, Preparation, and Resolution, ABA, Biotechnology and the Law: A Primer, June 7, 2007.

ADR and the Technical Dispute, Arizona State University College of Law, Center for the Study of Law, Science and Technology, January 20, 2007.

ADR Techniques in Intellectual Property Disputes, Annual Meeting, Licensing Executives Society, Scottsdale, Arizona, October 16, 2005.

Findings and Initiatives of CPR International Patent Dispute Commission, CPR Annual Meeting, New York, New York, January 20, 2005.

Management of Electronic Data Under the European Union Directives and the Federal Trade Commission Rules, Phoenix, Arizona, November 17, 2004. Live Webcast Sponsored by the State Bar of Arizona.

Defensive Data Management: The Best Way To Protect Your Electronic Information, Phoenix, Arizona, November 10, 2004. Live Webcast Sponsored by the State Bar of Arizona.

Corporate In-House Legal Practice, Arizona State University, October 19, 2004.

Decision Tree Analysis in Arbitration and Mediation, American Arbitration Association, Phoenix, Arizona, May 11, 2004.

ADR in Environmental Disputes, ABA Litigation Section Annual Meeting, Phoenix, Arizona, May 7, 2004.

An Effective Document Retention Policy: Your Best Defense to Electronic Discovery, Lewis and Roca, Business Litigation Seminar Series, March 17, 2004.

Decision Science Tools in ADR, Panel Moderator and Presenter, CPR Institute for Dispute Resolution, Annual Fall Meeting, Chicago, Illinois, October 9-10, 2003.

Effectively Managing Public Relations for High-Profile Litigation, Conference Co-Chair and Presenter, San Francisco, June 12-13, 2003.

Decision Science Tools in ADR, Panel Moderator and Presenter, CPR Institute for Alternative Dispute Resolution, Annual Spring Meeting, Carlsbad, California, May 1-3, 2003.

Decision Sciences in Trial Advocacy, University of Houston Law Center, April 16, 2003.

Decision Sciences in Litigation Analysis, ABA Litigation Section Annual Meeting, Houston, April 10-11, 2003.

The Value of ADR to Corporate Law Departments, CPR Institute for Alternative Dispute Resolution, Annual Winter Meeting, New York City, January 30, 2003.

Environmental Update for Corporate Counsel: What the Future Holds, Conference Co-Chair and Presenter, Dallas, January 23-24, 2003.

Electronic Litigation: Discovery and Case Evaluation, Maricopa County Bar Association, Phoenix, Arizona, December 13, 2002.

Law Firm Marketing: Creating, Retaining, and Nurturing Client Relationships, Shook, Hardy & Bacon Annual International Partnership Meeting, Scottsdale, Arizona, November 22, 2002.

Decision Sciences in the Litigation Process, University of Nebraska College of Law, Lincoln, Nebraska, October 11, 2002.

Strategic Sourcing of Outside Counsel, Corporate Legal Times Superconference, Chicago, Illinois, June 20, 2002.

Developing Synergy Between Outside and In-house Legal Teams, Dupont Mid Year Meeting of Outside and In-house Counsel, Phoenix, Arizona, December 1, 2001.

Analytical Tools for a Strategic AdvantageShook, Hardy & Bacon CLE, Kansas City, Missouri, April, 2001.

The Use of Experimental Economic Methods in Natural Resource Damage Litigation, ABA Annual Winter Environmental Litigation Section Meeting, Steamboat Springs, Colorado, March, 1999.

Arbitration of Environmental Disputes, ABA Annual Winter Environmental Litigation Section Meeting, Breckinridge, Colorado, February, 1998.

CERCLA and Superfund Litigation Strategy, Squire, Sanders Annual Environmental Law Summit, Columbus, Ohio, March, 1997.

PUBLICATIONS:

Books and Treatises:

Lead Editor and Co-author, Biotechnology and the Law, a treatise published by the American Bar Association (2007).

CPR Patent Commission Chair, Patent Mediation Deskbook: Better Solutions for Business, CPR International Commission on Patent Disputes (2005).

Copple, Cable Television and the Allocation of Regulatory Power: A Study of Demarcations and Roles, 44 Federal Communications Law Journal 1 (1991) (entire issue, 172 pages).

Professional and Academic Articles:

“The Biotechnology Lifecycle: A Primer,” Corporate Counsel Magazine, (July 2008).

“Discover New E-worlds,” Legal Times, (April 21, 2008).

“eDiscovery: It’s All About the Information,” Arizona ADR Forum, (Fall 2007).

“Biotechnology Litigation: Dispute Avoidance, Preparation, and Resolution,” ABA, Biotechnology and the Law: A Primer, June 7, 2007.

“Behind The Magic Curtain,” Corporate Counsel (May, 2005).

“Bulldozing Barriers to Patent Case ADR Use,” National Law Journal (April 11, 2005).

“Dealing With Data: No, You Can’t Call Them Documents Anymore,” Business Law Today (March-April 2005).

“Firms Must Pick Which Data To Save,” Arizona Republic (September 12, 2004).

“Data Life Cycle Management,” ACCA Docket (September 2004).

“Long Before Those Tempers Flare,” Legal Times (August 16, 2004).

“Alternatives to Litigation,” Arizona Republic, (June 27, 2004).

Natural Resources Damages Causation, Fault, and the Baseline Concept: A Quandary in Environmental Decisionmaking, 26 Environmental Law Reporter 10457 (Sept. 1996).

NOAA's Latest Attempt at Natural Resource Damages Regulation: Simpler . . . But Better?, 25 Environmental Law Reporter 10671 (Dec. 1995).

Contingent Valuation Methodology, Public Choice, and the Embedding Phenomenon in Natural Resource Damage Assessments, 35 Natural Resources Journal 443 (1995).

The New Economic Efficiency in Natural Resource Damage Assessments, 66 University of Colorado Law Review 675 (1995).

The Use of Contingent Valuation Methodology in Natural Resource Damage Assessments: Legal Fact and Economic Fiction, 89 Northwestern University Law Review 1029 (1995).

Municipal Options for Cable Television Regulation: The Opportunity to Design Local Telecommunications Policy, 21 The Colorado Lawyer 2411 (November 1992).

State Coordination of Cable Communications: An Idea Whose Time Has Come -- Again, 36 The Journal of Broadcasting and Electronic Media 137 (1992).

“Lender Liability Rule Leaves Questions,” American Banker 4 (July 7, 1992).

Cable Television and the Allocation of Regulatory Power: A Study of Demarcations and Roles, 44 Federal Communications Law Journal 1 (1991).

CERCLA Natural Resources Damages Liability and the Irreversible and Irretrievable Commitment Exemption, Proceedings, 1991 Conference of the National Association of Environmental Professionals, (1991).

The Allocation of Regulatory Authority Over Cable Television: A Study of Federal, State, and Local Roles (1990) (Ph.D. Dissertation, University of North Carolina (Chapel Hill)).

Privacy and the Frontier Thesis: An American Intersection of Society and Self, 34 American Journal of Jurisprudence 87 (1989).

From the Cloister to the Street: Judicial Ethics and Public Expression, 64 Denver University Law Review 549 (1987). Selected as course and discussion materials for national ABA judicial conferences.

The Dynamics of Freedom of Expression Under the State Constitutions, 64 Journalism Quarterly 106 (1987).

Early Election Projections: A Conflict of Democratic Values, 65 Oregon Law Review 593 (1986). Selected for condensation and republication in Law Review Digest.

Freedom of Expression Under the State Constitutions: The Fulfillment of a 200-Year-Old Promise (1985) (M.A. Thesis, University of Nebraska (Lincoln)).

A Historical and Philosophical Look at the Death Penalty - Does It Serve Society's Needs? 16 Creighton Law Review 1 (1982 - 1983).

Public Trials and a First Amendment Right of Access: A Presumption of Openness, 60 Nebraska Law Review 169 (1981).

EDITORIAL POSITIONS:

Article Submission Reviewer, Journal of Broadcasting and Electronic Media, 1993 to 1996.

Article Submission Reviewer, Journalism and Mass Communications Quarterly, 1994 to 1996.

PROFESSIONAL ASSOCIATIONS:

AMERICAN BAR ASSOCIATION.

ARIZONA STATE BAR ASSOCIATION. Admitted, May, 2002.

COLORADO STATE BAR ASSOCIATION. Admitted, November, 1986.

NEBRASKA STATE BAR ASSOCIATION. Admitted, September, 1981.

ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION (AEJMC) (past).

ENVIRONMENTAL LAW INSTITUTE (past).

ADMITTED TO PRACTICE IN ARIZONA, COLORADO, NEBRASKA, THE UNITED STATES DISTRICT COURTS FOR THE DISTRICTS OF ARIZONA, COLORADO, and NEBRASKA.

MISCELLANEOUS:

Hometown: Lincoln, Nebraska

Married

Activities and Interests: Cycling, hiking, fly fishing, scuba, rebuilding classic road racing, criterium, track, and time trial bicycles

Eagle Scout

[RFCopple 4/9/10]