

SERVICE



FinTech, Payments & Blockchain

CONTACTS

Deborah S. Thoren-Peden

Partner, Los Angeles

T: +1.213.488.7320

deborah.thorenpeden@pillsburylaw.com

JiJi Park

Partner, Los Angeles

T: +1.213.488.7588

jiji.park@pillsburylaw.com

Daniel N. Budofsky

Partner, New York

T: +1.212.858.1219

daniel.budofsky@pillsburylaw.com

Advancements in technology over the past decade have spurred a sea change in the way financial services are delivered and regulated. Pillsbury has been at the center of that evolution, advising businesses at the intersection of finance and technology on the unique challenges they face.

Pillsbury has an extensive track record advising first-movers in the fintech space and guiding clients through first-of-a-kind issues, often having advised these clients from their inception. We counseled some of the very first bitcoin companies on how financial regulations apply to them and have provided testimony to the U.S. Senate regarding the future of bitcoin and blockchain technology. We have played a critical role in the development of the Delaware Blockchain Initiative—an unprecedented effort to expand business usage of distributed ledger and smart contract technologies. Our experience also includes advising the first blockchain-based corporate rewards marketplace, several of the very first bitcoin companies, one of the world's first blockchain games and decentralized applications (dapp), and one of the first open banking platforms.

As longtime advisors to large and well-established institutions in the financial services and technology industries, our teams leverage invaluable experience as they advise on the proliferation of fintech solutions across industries, including energy, government contracts and defense, crypto-wealth management, human resources, retail, real estate and security.

Our FinTech, Payments & Blockchain focus team operates across disciplines, with lawyers regularly advising on consumer financial services concerns, corporate formation, venture and private equity financing, mergers and acquisitions, public offerings, regulatory issues, intellectual property protection, privacy and data security, employment and severance matters, and litigation. In addition, regulators from both the federal and state levels frequently call upon the firm to represent the industry and provide legal analysis and industry intelligence. The team has helped set industry standards for regulatory compliance and corporate governance and has developed high-level strategies specific to banking, payments, consumer financial services, money transmission, securities, and video gaming.

Security Token Offering Experience

Pillsbury represents issuers, advisers and funds engaged in security token offerings. Our lawyers have advised some of the leading players in the distributed ledger sector in structuring first-in-kind counterparty relationships with leading financial institutions seeking to adopt distributed ledger solutions. We've advised on security token offerings for funding platforms, real estate ventures, gaming, green energy and renewables, retailers, cryptocurrency initiatives, and employee reward plans. Our experience includes:

- U.S. offerings, structuring transactions to comply with applicable U.S. laws, including Rule 506(b), 506(c), Regulation S and Regulation A
- Non-U.S. offerings under local laws
- Entity selection for tax, regulatory and liability optimization
- Drafting or reviewing full documentation suite, including organizational documents, white paper, private placement memorandum, purchase contracts, marketing materials
- Broker-dealer, investment company, investment adviser, commodity pool analysis
- Executive compensation arrangements
- Intercompany contractual arrangements for technology transfer

REPRESENTATIVE EXPERIENCE

- Worked with a fintech looking to become a credit bureau and addressed concerns involving the Fair Credit Reporting Act (FCRA), state licensing, and international privacy and credit reporting laws.
- Represented revolutionary cryptocurrency startup Chia Network Inc. in its seed financing.
- Served as lead regulatory counsel to a licensed digital money transfer provider in connection with its acquisition by another licensed payments company.
- Provided regulatory and privacy counsel to a client in connection with a merger that created an online global community of more than 8 million freelancers and 2 million businesses.

- Represented a large retail corporation in connection with its creation of a gift card subsidiary and loyalty program.
- Represented crowdfunding platform fig in its seed financing and Series A financing led by Spark Capital and Greycroft.
- Represented Canadian investor Sprott TWM SPV LP in an investment in the Series A Preferred Stock of Tradewind.
- Represented a party to joint venture in connection with development of Ethereum-based blockchain technology projects.
- Represented a client in connection with Bitcoin miner investment transaction.