



## TABITHA RAINEY PULLARA

Founding Partner

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### ADMISSIONS

- » All courts of the State of Florida
- » All courts of the State of California
- » U.S. District Court, Central District of California

Ms. Pullara has been a corporate transactional and technology licensing lawyer for over 15 years. She has represented a broad range of clients including manufacturers and distributors of consumer products such as nutritional supplements, toys, games, pet products and electronics; developers of hardware and software useful in connection with real estate document generation, medical payment processing and bill validation and vending; as well as healthcare service providers that utilize complex technology (e.g. hospital systems, diagnostic imaging centers and pharmaceutical distributors).

Most recently Ms. Pullara has broadened her skill set by serving in the role of outside general counsel for several middle market corporations. In this role, Ms. Pullara frequently advises the Boards of Directors in regards to compliance with corporate formalities, handles all legal contracts required by the business (including nondisclosure agreements, terms and conditions, supply and manufacturing agreements as well as technology development and licensing agreements), and provides general guidance in connection with all types of legal disputes (including pre-litigation coordination and mediation assistance).

Ms. Pullara is highly adept at precisely capturing the essence of complex business deals. Her clients appreciate her ability to collaborate with executives to help them achieve maximum profits and growth, while minimizing legal risk and protecting core business assets.

Prior to founding Garcia Pullara Blank & Bowerbank LLP, Ms. Pullara was an associate at Pepper Hamilton LLP (2006-2012), Newmeyer & Dillion LLP (2005-2006) and Sheppard Mullin Richter & Hampton LLP (2002-2005).

### EDUCATION

- » J.D., Loyola Law School of Los Angeles (2002), Order of the Coif, *cum laude*, ranked in the top 3% (9/300)
- » B.A., Business Administration, emphasis in finance, California State University of Fullerton, high honors, ranked in the top 5%

### PROFESSIONAL HIGHLIGHTS

Ms. Pullara currently serves as outside general counsel to the global leader in nutritional supplements and wellness products. Her role includes overseeing the company's legal affairs; managing the company's international trademark portfolio; advising company executives with respect to legal strategy in litigation as well as transactional matters; structuring, drafting and negotiating contracts for manufacturing, and distribution throughout the world.

Additionally, Ms. Pullara serves as outside general counsel in support of the legal department of a privately-held company that has developed and distributes a software-as-a-service solution

which includes document generation and compliance auditing capability useful for mortgage lenders. Ms. Pullara created new templates to paper deals with the company's lender customers and integration partners resulting in improved efficiency. Utilizing her ability to effectively extract and synthesize technological terms from discussions with business managers into legal contracts, including master services agreements, reseller agreements, SOWs and EULAs.

In light of her unique licensing experience, Ms. Pullara was called upon to work on-site as part of the in-house team of a branded toy and entertainment company based in Rhode Island. She gained invaluable experience interacting directly with business personnel responsible for acquiring new technologies in order to accomplish brand expansion. She was tasked with invention licenses, consulting services agreements and collaboration agreements involving trademark and content licensing.

Ms. Pullara excels in complex commercial transactions involving strategic alliances and technology development. She has worked with developers of hardware and software, diagnostic solutions, medical devices, bill validation systems and cosmetic packaging. Representative transactions include:

- » Assisting a diagnostic technology company with an exclusive licensing agreement which allowed the parties to combine their respective intellectual property to develop a novel solution for the diagnosis and treatment of breast cancer.
- » Completing an IT outsourcing transaction for a spin-off entity of a public pharmaceutical services company. The transaction involved long-term negotiations and complex structure aspects to transfer ownership of hardware and equipment, applications and all IT personnel supporting such technology, along with developing service levels to facilitate optimum performance.
- » Representing a developer of bill validators and vending machine management software by drafting and negotiating a master software license and services agreement with the procurement affiliate of one of the world's oldest and largest bottlers of beverage products. The transaction spanned a year and included several subparts – a complex license agreement allowing multiple bottlers to license the client's software, a custom software development agreement and a hosting services agreement.
- » Assisting one of the nation's largest and oldest producers, distributors and marketers of branded food and pet products in connection with a long-term transition services agreement to facilitate the continued operation of a divested business.
- » Supporting the developer of proprietary software which allows for remote management of chronic illnesses by doctors and their patients in connection with a joint venture providing exclusive distribution rights to one of the world's largest telecommunications service providers.

In addition, Ms. Pullara counsels clients from a variety of industries in connection with forming entities, day-to-day corporate governance, raising capital through debt and equity financings, and ultimately implementing an exit strategy such as an asset or stock sale, merger or dissolution. Examples of such matters include:

- » Representing a provider of information technology staffing and related services in connection with its sale pursuant to a cash and stock merger by preparing deal documents (including a detailed consent solicitation statement), leading due diligence and disclosure efforts, and coordinating the closing.
- » Assisting a Delaware conglomerate in the business of global transportation and logistics which was being acquired by a German entity. Ms. Sullivan was charged with primary responsibility for identifying and preparing approval documents relating to the integration of dozens of non-U.S. entities owned by the Delaware conglomerate into the German entity's organizational structure.
- » Supporting a developer of magnetic resonance imaging devices in connection with its issuance of secured term promissory notes and shares of common stock. The transaction included a reverse stock split, an increase to the option pool, extension of a senior debenture and a complex interested director issue.
- » Counseling a provider of accounts receivable management services in connection with a management services agreement combining the client's east coast operations with another company's similar operations on the west coast.

## COMMUNITY

- » Memberships
  - » State Bar of Florida (since 2016)
  - » Hillsborough County Bar Association (since 2016)
  - » State Bar of California (since 2002)
  - » Orange County Bar Association (2002-2016)
  - » Licensing Executive Society (since 2009)
  - » Loyola Law School Alumni Association (since 2002)
  - » International Trademark Association (participant since 2013)

## HONORS

- » Rising Star, *Super Lawyers*, June 2017
- » St. Thomas More Law Honor Society
- » Alpha Sigma Nu, the Honor Society of Jesuit Institutions of Higher Education (admits only the top 4% of students who distinguish themselves in scholarship, loyalty, and service)
- » Beta Gamma Sigma (National Business Honor Society)

## SPEECHES & PUBLICATIONS

While in law school, Ms. Pullara served as Chief Production Editor of the *Loyola of Los Angeles Entertainment Law Review*. She was responsible for managing the article publication process including supervising and directing 8-10 production groups, each led by a 3L production editor and supported by several 2L staff members. Throughout her years of law practice, Ms. Pullara has also contributed to several legal articles and is an experienced presenter:

- » “Cloud Computing’s Dark Lining,” *BNA’s Corporate Counsel Weekly*, co-authored with Sharon R. Klein, 24 August 2011 (Vol. 26, no. 33).
- » “Spotlight on Information – Not All Individualized Data Should be Private,” *Journal of Healthcare Information Management*, co-authored with Jimmy Y. Chen and Sharon R. Klein, Winter 2008 (Vol. 22, no. 1).
- » How to Reduce Risk and Obtain the Best Value in Vendor Contracts, co-presented at an interactive training session including mock negotiations to the non-attorney procurement department of a publicly-held pharmaceutical distribution company (August 2008).