



Bruce C. Doeg

Shareholder

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Bruce C. Doeg concentrates his practice in the area of business law with an emphasis on rapidly changing industries, including technology, electric vehicles and infrastructure, digital health, and life sciences.

Mr. Doeg has held numerous Firm leadership positions, including Chief Strategic Officer, Business Department Chair and Nashville Office Managing Shareholder. He currently serves as a member of the Firm's Board of Directors, as well as co-chair of the Firm's Privacy and Technology Center of Excellence and leader of its Digital Health Initiative.

Mr. Doeg serves as trusted advisor and outside corporate and board counsel for companies across numerous industries, including technology, digital health, life sciences and manufacturing. He combines technology, legal project management, knowledge management, and other approaches with his more than 30 years of deal experience to provide innovative and practical solutions to difficult problems. His experience includes mergers and acquisitions, capital formations, cross-border transactions, technology agreements, strategic alliances, corporate and commercial agreements, health care information technology, artificial intelligence (AI), executive and employee compensation issues, corporate governance, and business law advice. Mr. Doeg started his legal career as a corporate litigator in Wilmington, Delaware. He has authored numerous articles and is a frequent speaker on business and technology law topics.



Representative Matters

Mergers and Acquisitions

- Represented a transformative health IT company from formation to sale to a Fortune 10 company.
- Represented the acquiror of an Indian technology company.
- Represented a genetics/diagnostics company in its sale to a public company.
- Representing a clinical lab in connection with its sale.
- Represented the acquiror of a UK company that developed technology for high speed, high frequency stock trading.
- Represented the acquiror of a provider of services to the convenience store industry.
- Represented the acquiror of the assets of Elvis Presley Enterprises.
- Represented a NYSE company in the purchase of a consumer brand dental products company.
- Represented a leading website development company for automobile dealers in its sale to a publicly traded purchaser.
- Represented a Fortune 50 company in the divestiture of a technology subsidiary.
- Represented an HIT payments company in its sale to a strategic acquirer.
- Representing a contract manufacturer with cross-border operations in the sale of company.
- Represented a nationally known consumer products company in the sale of the assets of a subsidiary containing key brands.
- Represented the acquiror of a British technology company.
- Represented the U.S. manufacturing subsidiary of a Malaysian company in sale of company.
- Represented a family car wash business in the sale of multiple locations to a global car wash company for more than \$100 million.
- Served as the government contracts counsel for the negotiation of an asset sale on behalf of two sister pharmaceutical companies. The purchaser was a buyer affiliated with and funded by a Chinese

entity. Assets sold consisted of realty and personalty in Kentucky and Puerto Rico, and purchase price, including tax credits and earnouts, equaled \$36 million. Representation involved the assignment of contracts with state and federal government agencies, the negotiation of a novation agreement and other assignment agreements, and other regulatory and compliance matters.

- Represented a multi-therapeutic clinical research "super site" facility in a stock sale to a private equity firm for \$75 million.

Corporate

- Representing a publicly traded company in the cancer diagnostic space in contracts and acquisitions.
- Representing a genetics/diagnostics company in a joint venture with a publicly traded Australian company.
- Representing a Fortune 50 health care device company with its technology agreements.
- Representing an electric battery manufacturer in its contract, financing and corporate needs.
- Representing an IP owner and developer of saline-cooled small modular nuclear reactors in capital formation, contracts, joint ventures and corporate governance.
- Providing outside general counsel services, including all contracts, to the U.S. subsidiary of a global services company.
- Represented an HIT company in its expansion to the UK.
- Represented a hospital system in outsourcing its IT department.
- Represented a publicly traded biotechnology company in an internal investigation.
- Represented a publicly traded technology company in an internal investigation.
- Represented a Fortune 50 company in an outsourcing of software development and implementation project to an Indian company.
- Assisted in capital formation for manufacturing, technology, health care technology, biotech, oil and gas and other companies.
- Represented a technology company in dealings with the Federal Trade Commission arising out of a computer hacking incident leading to possible dissemination of personal information.
- Represented a data analytics company in an FTC investigation.
- Represented a technology company in developing its open source software strategy.
- Served as corporate counsel for a large, publicly traded manufacturer, a large private distributor, a generic pharmaceutical company, a fiber optics company, and a leading emerging company in the electronic health records field.
- Served as corporate and board counsel to a non-profit foundation focused on education and protection of First Amendment principles.
- Served as corporate and board counsel for an independent oil and gas company, an emerging biotechnology firm, a medical device company and a health information technology company.



Professional Honors & Activities

- Keynote speaker (law vertical) – 3rd Annual Global AI Summit
- Presenter – Tennessee Chapter of Association of Corporate Counsel on Legal Project Management
- Listed in *The Best Lawyers in America*® for Cyber Law from 2003 – 2005 (category changed); Information Technology Law (new category) since 2003; Corporate Law since 2006; Technology Law (new category) since 2007; Venture Capital Law since 2007; Mergers and Acquisitions Law since 2016; Business Organizations (including LLCs and Partnerships) since 2019; IT Outsourcing Law since 2021; International Mergers and Acquisitions since 2023
- Named the Best Lawyers® 2020 Information Technology Law "Lawyer of the Year" in Nashville
- Named – "IP Star" in Managing Intellectual Property's 2013, 2016, and 2023 *IP Handbook*
- Named – "Power Leaders in Technology" by the *Nashville Business Journal* (2011, 2012, 2013)
- Listed – *Nashville Post* "In Charge" list - Technology (2010 – 2013)
- Named to the Lawdragon 3000 (2010)
- Board Member – BioTN

- Former Board Member – The Contributor
- Vice Chair, Board Member and Executive Committee Member – LaunchTN, f/k/a the Tennessee Technology Development Council (2008 – present)
- Board Member and Executive Committee Member – Life Sciences Tennessee (2011 – 2018)
- Board Member – American Heart Association/Middle Tennessee Chapter (2011 – 2018)
- Board Member – International Business Council of the Nashville Chamber of Commerce (2007 – 2012)
- Board Member – Nashville Technology Council (2005 – 2011)
- Board Member – Tennessee Capital Formation Board (2008)
- Adjunct Professor – University of Tennessee School of Law (Contract Drafting)
- Adjunct Professor – Vanderbilt University School of Law (Corporate and Securities Transactions)
- Guest Lecturer – University of Tennessee (technology law)
- Guest Lecturer – Owen School of Management at Vanderbilt University (technology law)
- Taught Tennessee state and federal judges in the area of technology law
- Drafted and helped enact amendments to Tennessee Securities law creating an accredited investor exemption and an exemption for employee stock option plans
- Co-Chair – "Technology Outsourcing in the Healthcare Industry," national seminar on legal issues associated with health care technology
- Co-Chair – American Bar Association Model Website Project
- Co-Chair – Tennessee Bar Association CLE Seminar "Legal Issues in Computer and Internet Law"
- Member – American (Business Law – Cyberspace Committee), Tennessee, Knoxville, Nashville and Delaware Bar associations



Publications

- "AI-Related Risks in Acquiring a Business," *Risk Management Magazine* (February 2025)
- "Baker's Dozen – Tips and Insights on Partnering to Advance Women," *Women's Initiative Newsletter* (October 2021)



Speaking Engagements

- Panelist – "AI in the Life of a Lawyer," 2025 Convention CLE Programming, Tennessee Bar Association (June 2025)
- "Tennessee Smart Mobility Conference" (April 2025)
- "Leveraging Outside Counsel to Identify and Implement Efficiencies so Legal Departments Can Do More with Less" (February 2025)
- Moderator – "Fireside Chat: Setting a Bold Vision for Transportation Research in Tennessee," Tennessee Smart Mobility Expo, hosted by TennSMART (August 2022)



Webinars

- Facing the Challenges of 2020 While Getting the Outcome You Want for 2021 (March 2021)



Education

- University of Virginia, J.D., 1990
- Duke University, A.B. in Economics, 1987, cum laude



Admissions

- Tennessee, 1995
- Delaware, 1991