



## Linda C. Odom

### Partner

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## OVERVIEW

Linda Odom concentrates her practice on representing banks, retailers, processors, service providers, cryptocurrency, blockchain, and other technology companies in the payments, Fintech, and related spaces. Linda has handled a myriad of complex national and global agreements for payments companies, banks, retailers, program managers, and processors. She is experienced in strategic relationship, program development and management, payment processing, licensing, software development, data processing outsourcing, intellectual property, and e-commerce matters and related regulatory matters. She is experienced in developing, implementing, and supporting emerging payment, cryptocurrency, prepaid, credit and debit card programs, and in addressing their regulatory and payment card network compliance issues. She has helped numerous emerging and traditional payments companies and merchants structure their payments products and services to maximize revenue, minimize their regulatory footprint, and reduce fraud losses. She assists a number of national retailers with their payment card processor, acquiring bank and payment card network relationships. Linda regularly advises companies on GLBA and PCI compliance, data security, and data breach response.

Linda also is an experienced intellectual property litigator, with a particular emphasis on Section 337 cases before the U.S. International Trade Commission.

## PROFESSIONAL BACKGROUND

Prior to becoming associated with the firm, Linda was an investigative attorney in the Washington, D.C. office of an international law firm. She was an investigative attorney in the Office of Unfair Import Investigations at the U.S. International Trade Commission, where she handled a number of patent infringement, trade secret, common law trademark and other intellectual property infringement and unfair competition cases. Since leaving the ITC, she has continued to be involved in Section 337 investigations and was the past president of the ITC Trial Lawyers Association, the only attorney association dedicated to Section 337 practice. Linda is certified in Legal Project Management by the LPM Institute.

## PROFESSIONAL / CIVIC ACTIVITIES

- ITC Trial Lawyers Association

- Immediate Past President, 2015-2016
- President, 2014-2015
- President-Elect, 2013-14
- Vice President, 2011-13
- Treasurer, 2010-11
- Secretary, 2009-10
- Executive Committee Member, 2004-06, 2008-present
- Contributing editor, *Paybefore Magazine*, 2012-14
- Editor and frequent author, ITC Trial Lawyers Association Newsletter, ALJ Orders section 2004-11
- Barrister, Bleckley American Inn of Court, 1994-95

## SPEAKING ENGAGEMENTS

- Speaker, 2018 Consumer Financial Services Symposium, 3 December 2018.
- Speaker, Scary Topics and Spooky Trends in FinTech Webinar, November 2018.
- Presenter, "ABA National Institute on Consumer Financial Services Basics," American Bar Association's training course on consumer financial services, Arlington, VA, October 2017
- Presenter, "Pre-Conference Boot Camp — The Technologies Fueling Emerging Payment Systems: Practical, Legal, and Regulatory Considerations for Attorneys and Compliance Professionals Relating to Mobile Payments, Mobile Wallets, Digital/Virtual Currencies, Blockchains, EMV Cards and More," ACI 13th National Forum on Emerging Payment Systems, Washington D.C., September 15, 2016.
- Leader, "Prepaid Compliance 101: The Nuts and Bolts of Prepaid Compliance for New Entrants to the Market," Master Class, ACI 8th National Forum on Prepaid Card Compliance, San Francisco, October 2, 2013.
- Panelist, "Identity Theft, Fraud, and Cyber Crime: Abusive Uses of Prepaid Cards, How the Government Is Responding, and Steps You Can Take to Predict, Prevent, and Mitigate the Effects of Fraud in Prepaid," American Conference Institute's 8th National Forum on Prepaid Card Compliance, San Francisco, CA, October 3-4, 2013.
- Panelist, "Prepaid & Emerging Payments Year in Review 2012: Continued Regulatory Focus," Bryan Cave Webinar, February 2013.
- Panelist, "Understanding the Technology Underlying Emerging Payment Systems: Practical, Legal, and Regulatory Considerations for Attorneys and Compliance Professionals," American Conference Institute's Emerging Payment Systems Conference Master Class, San Francisco, April 2012.

- Presenter, "Understanding the Technology Underlying Emerging Payment Systems: Practical, Legal, and Regulatory Considerations for Attorneys and Compliance Professionals," American Conference Institute's Emerging Payment Systems Conference Master Class, Washington, DC, September 2011.

## ADDITIONAL BACKGROUND

- Diploma in Advanced International Legal Studies, McGeorge School of Law, University of the Pacific, Salzburg, Austria, 1987

## EDUCATION

- LL.M., Georgetown University Law Center, 1990 (*with distinction*)
- J.D., University of Memphis Cecil C. Humphreys School of Law, 1987
- B.A., Rhodes College, 1984

## ADMISSIONS

- Bar of District of Columbia
- Bar of Georgia
- Bar of Tennessee
- Bar of Virginia
- Supreme Court of the United States
- United States Court of Appeals for the Federal Circuit

## THOUGHT LEADERSHIP POWERED BY HUB

- 2 February 2021, It's Groundhog Day for Payments! A New US Administration, a New UK Brexit: The Continuing Cycle of Change Keeps Banks and Fintechs on their Toes! (*Webinar*)
- 9 December 2020, Asia-Pacific Signals Strong Commitment to Economic Integration and Cooperation with RCEP Signing (*Alerts/Updates*)
- 21 May 2020, COVID-19: Its Impact on Banking, Fintech, and Payments: FAQs Part 2 (*Alerts/Updates*)
- 8 April 2020, COVID-19: Impacts on Banking, FinTech & Payments: "Meet the Lawyers" Q&A Session (*Webinar*)
- 1 April 2020, COVID-19: Its Impact on Banking, Fintech, and Payments: FAQs (*Alerts/Updates*)
- 7 November 2019, The Privacist - Volume 2 (*Alerts/Updates*)

- 15 October 2019, Proposed Regulations under the California Consumer Privacy Act (*BlogPost*)
- 14 October 2019, Proposed Regulations Under the California Consumer Credit Privacy Act (*Alerts/Updates*)
- 14 October 2019, Proposed Regulations Under the California Consumer Credit Privacy Act (*BlogPost*)
- 26 April 2019, Is Open Banking Coming to the United States? (*Alerts/Updates*)
- 25 April 2019, Fintech Forward: Regulatory Due Diligence in Deal Transactions (*Podcast*)
- November 2018, Scary Topics and Spooky Trends in FinTech (*Webinar*)
- 10 November 2016, Comprehensive Analysis of the CFPB's Final Prepaid Account Rule (*BlogPost*)
- 17 October 2016, CFPB Finalizes Much-Anticipated Prepaid Account Rule (*BlogPost*)

## OTHER PUBLICATIONS

- "Ukraine's Gaming Market Presents New Opportunities," *GBB News*, 14 April 2021
- "Fintech Guide Overview," *Chambers & Partners*, 2019
- "ISO 20022: Struggling to Catch on in the United States," *E-Finance & Payments Law & Policy*, September 2016
- "CFPB Requests Feedback on GPR Card Disclosures," *E-Finance & Payments Law & Policy*, June 2014.
- Co-author, "Check It Out: The FTC Zeroes in on Mobile Payments," *Bank Director*, March 29, 2013.
- Co-author, "Managing Social Media Risk -- New Guidance from the FFIEC," *Bank Director*, February 20, 2013.
- "Fact v. Fiction: A Survey of the Distinction's Impact on Copyright Infringement Claims," 18 M.S.U.L. REV. 99, 18 MPSSULR 99, *Westlaw*, 1987. (First Place - Nathan Burkan Memorial ASCAP Writing Competition - Humphreys School of Law)
- "Civil Rights: Statutes of Limitations for Section 1983 Actions, A Definitive Answer in *Wilson v. Garcia?*," 17 M.S.U.L. REV. 127, 1986. (Cited by the U.S. Supreme Court in 487 U.S. 131, 1988)

## NEWS & EVENTS

- 18-19 May 2021, 5th Annual Legal, Regulatory, and Compliance Forum on Fintech and Emerging Payment Systems, hosted by ACI (*Event*)
- 28 July 2016, K&L Gates Adds Leading FinTech Partners (*Press Release*)

## MEDIA MENTIONS

- Quoted, "Moving To A New Normal - Prospects For FinTechs Under The Biden Administration," *Forbes*, 22 December 2020

## AREAS OF FOCUS

- Payments, Banking Regulation, and Consumer Financial Services
- Data Protection, Privacy, and Security
- IP Litigation
- Technology Transactions and Sourcing

## INDUSTRIES

- Betting and Gaming
- Consumer Products
- Financial Services
- Fintech