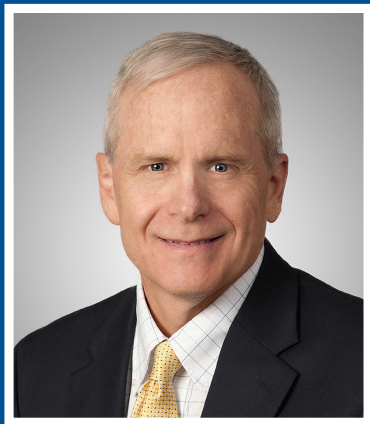




# Fostering a Culture of Inclusion

Schwegman's Commitment to Diversity & Inclusion



## Schwegman's Commitment to Diversity & Inclusion

"Schwegman's approach to diversity has always been to be fair with everyone. You can't serve a client well unless you really can be in their shoes. What we really want is to do it for the right reasons. It's good for the world, it's good for our children, it's good for people in the profession, it's good for everyone. More than anything, it makes a happy, fun, and better workplace to be in."

*Steve Lundberg*

**STEVE LUNDBERG**

Founding Shareholder

[Click here to watch Steve's video.](#)



## Introduction

Diversity has many facets. It includes making sure a tapestry of backgrounds are represented at our firm – and that everyone's voices are heard. It includes investing in future generations so that more people feel empowered to pursue a greater variety of careers. Further, diversity includes training our staff to be sensitive to the needs of others.

At Schwegman, we have taken action to create firm policies that foster diversity. People from an array of backgrounds share their ideas in our offices and conference rooms. We support community events with time and funds. And we train our staff to consider viewpoints that may be different than our own.

Fostering diversity isn't just the right thing to do: it makes life better for all of us. Our lives are enriched when we experience other viewpoints, and our work becomes better and more authentic. Thank you for taking the time to learn about our diversity efforts.



# Meet the Steering Group

We have established a Diversity and Inclusion Steering Group to help continue to actively foster a culture embracing diversity. Our steering group is committed to leading, advocating and coordinating firm-wide diversity and inclusion efforts.





Click the attorney's photo to view their full profile.



**PAMELA HUFF**  
Trademark Principal  
Texas



**SUNEEL ARORA**  
Principal  
Minnesota

[Click here to watch Suneel's video.](#)



**ANDRE MARAIS**  
Principal  
California

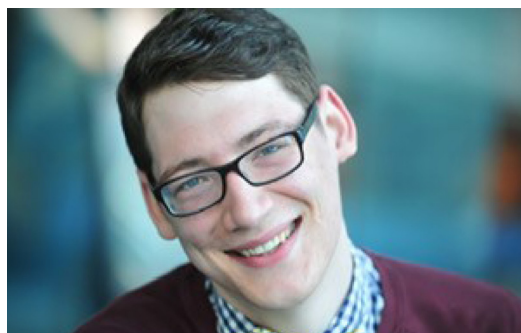
[Click here to watch Andre's video.](#)



**PETER REBUFFONI**  
Legal Process Manager  
Minnesota



**LINH-HAN NGUYEN**  
Principal  
California



**BRIAN INGALSBE**  
Office Coordinator  
Minnesota



Click the attorney's photo to view their full profile.



**JANAL KALIS**

Principal  
Minnesota

[Click here to watch Janal's video.](#)



**MARK EDWARDS**

Attorney  
Minnesota



**PIERS BLEWETT**

Principal  
California



**ZHAKALAZKY CARRION**

Docketing Manager  
Minnesota



**MICHELLE FORSBERG**

Marketing Administrator  
Minnesota



**JEFFREY COBIA**

Principal  
Minnesota



# In the Community

Building a foundation of diversity within and beyond the IP community is a key objective in our community outreach. We have sponsored, attended, and hosted many diversity related events at the firm and in our community. Below are some of the many events we have been involved with.





Sponsored

Hosted

### **AIPLA DIVERSITY IN IP EVENTS**

This is a national, multi-city event with the goal of bringing IP practitioners and others involved in the industry together to network and celebrate benefits of diversity. The event is open to everyone in the intellectual property industry, not just members of AIPLA. We have hosted these happy hour events in San Jose, CA, and Minneapolis, MN.

Sponsored

Hosted

### **AIPLA WOMEN IN IP NETWORKING EVENTS**

The AIPLA Women in IP Networking Event is a meeting of women located around the globe who practice IP law and/or regularly face IP issues in the ordinary course of business. In this regard, numerous sub-events are concurrently held in various geographic locations by law firms, corporations, and universities. These events may include seated dinners, cocktail parties, passed hors d'oeuvres, talks on topics of interests or other types of gathering.

Sponsored

### **BEXAR COUNTY WOMEN'S BAR ASSOCIATION (BCWBA) AUTUMN AFFAIR**

The BCWBA supports the advancement of women within the legal profession and recognizes the achievements of its members in improving the status of women in the profession and in the community. The Autumn Affair is an annual charitable fundraising event benefiting charitable causes that primarily focus on the needs of women and children and celebrates the achievements of the women judiciary of Texas.

Sponsored

### **CHIPS GLOBAL SUMMIT**

ChIPs is a nonprofit organization that advances and connects women in technology, law and policy. The annual Global Summit includes cutting-edge topics at the intersection of technology, law and policy, as well as insightful discussions about diversity and inclusion, career development and leadership skills.







Sponsored

### CHIPS NEXT GEN SUMMIT

The Next Gen Summit is a one-day event designed for female attorneys in their first 15 years of practice. It is an interactive, women-to-women event. The two-part program features a Mock Exercise and an afternoon forum. Attendees come from all areas of technology, law and policy.

Hosted

### CHIPS MINNEAPOLIS CHAPTER LAUNCH

Schwegman hosted the launch party for the Minneapolis ChIPs chapter in August, 2019. Schwegman Attorney Theresa Stadheim played a big role in getting this chapter started and a board member of ChIPS Minneapolis.



Sponsored

### BALIF 40TH ANNUAL GALA

Bay area lawyers for individual freedom is a community of LGBTQI+ legal professionals that envisions a world where LGBTQI+ people live with dignity and equality under the law. The BALIF Gala and ticket purchases fund law student scholarships, mentor programs, CLE, Amicus briefs on LGBTQI issues, LGBTQI recruiting, social events to LGBTQI lawyers, community outreach, and much more.

Sponsored

### GIRL TIME AT THE WORKS MUSEUM

At Girl Time at the Works Museum, kids learn about STEM from women engineers and scientists and have fun with hands-on activities and demos.



Sponsored

### **GIRLS @ THE TECH DAY BY THE TECH INTERACTIVE**

Girls Days at The Tech offer hands-on activities for girls age 7-14, along with their families, and highlight the achievements of women in STEM fields. Our attorneys host an interactive activity to help the attendees learn about intellectual property.

Sponsored

### **GIRLS @ THE TECH LUNCHEON BY THE TECH INTERACTIVE**

At the Girls @ The Tech Luncheons, our attorneys join hundreds of community & technology leaders and middle and high school students for a conversation about diversifying leadership in Silicon Valley and how to best inspire more young women to pursue careers.

Sponsored

### **HUMAN RIGHTS CAMPAIGN TWIN CITIES DINNER**

The Human Rights Campaign and the Human Rights Campaign Foundation together serve as America's largest civil rights organization working to achieve LGBTQ equality. The HRC Twin Cities Annual Dinner celebrates the victories of the LGBTQ community and opens discussion for how to continue to advance equality in the Twin Cities.

Sponsored

### **LGBT BAR LAVENDER LAW CONFERENCE & CAREER FAIR**

The National LGBT Bar Association is a national association of lawyers, judges, and other legal professionals, law students, activists, and affiliated lesbian, gay, bisexual, and transgender legal organizations. Since its inception, Lavender Law® has served as a 'family reunion' for LGBTQ+ and ally legal professionals to both look back at shared history and to look forward to the future of the legal profession. Schwegman sponsors this annual event and hosts a booth at the career fair.





#### Sponsored

### MINNESOTA ASSOCIATION OF BLACK LAWYERS (MABL) SCHOLARSHIP GALA

MABL is the leading minority bar association whose mission is to promote and support the professional development of Black lawyers, judges, and law students in Minnesota. Their annual Scholarship Gala raises money to award scholarships to students attending local law schools who have demonstrated outstanding academic achievement and who are committed to addressing issues that impact the Black community.

#### Sponsored

### SANTA CLARA UNIVERSITY ANNUAL DIVERSITY GALA

Each year, the SCU Annual Diversity Gala celebrates the accomplishments of individuals and organizations committed to promoting a diverse profession.



#### Sponsored

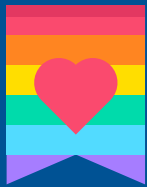
### TWIN CITIES DIVERSITY IN PRACTICE EVENTS

Diversity in Practice is a nonprofit association comprised of the leading Twin Cities legal employers with the vision to create a vibrant and inclusive legal community and mission to strengthen the efforts of member organizations to attract, recruit, advance, and retain attorneys of color. Schwegman has been involved with various events put on by Twin Cities Diversity in Practice.

#### Hosted

### WOMEN WHO CODE SILICON VALLEY INFO & ONBOARDING EVENT

Women Who Code is a global non-profit organization and the world's largest and most active community dedicated to inspiring women to excel in technology careers. In 2018, Schwegman hosted an onboarding event for the Silicon Valley chapter at our San Jose office.



# At the Firm

Our firm has had an inclusive culture since its inception in 1993. Schwegman also has a long history of allowing flexible working schedules and reduced hours that are offered to everyone. To further embrace diversity at the firm and continue building this inclusive culture, we began hosting firm-wide diversity and inclusion trainings in 2018.





#### 2018 Firm Wide Diversity Training

### **“GRAY AREA THINKING®” & “TRANSGENDER 101” PRESENTED BY ELLEN (ELLIE) KRUG**

Ellen (Ellie) Krug, a civil trial attorney with 100+ trials, transitioned from male to female in 2009 and later became one of the few attorneys nationally to try jury cases in separate genders and is the author of *Getting to Ellen: A Memoir about Love, Honesty and Gender Change* (2013). In this diversity program, Ellie conducted an interactive two-part presentation on inclusivity and personal perspective-building. Part 1, “Gray Area Thinking”, focused on understanding how humans group and label those who are “different” from “us” and a toolset for thinking more inclusively. Part 2 was on “Transgender 101” and illustrated what it means to be “trans” and making one’s way through a society that largely doesn’t understand the concept of gender identity, or the fact that transgender persons don’t “choose” to be who they are.



#### 2019 Firm Wide Diversity Training

### **“MINDFUL EMPATHY” PRESENTED BY STEPHANIE GLAROS**

Photographer Stephanie Glaros builds community and encourages empathy with the storytelling nonprofit, Humans of Minneapolis. In this workshop, she shared her process of mindful observation paired with active listening and will provided tips for how to connect with others in your everyday life. Our firm employees also took part in an interview exercise meant to challenge their comfort level and learn more about their co-attendees.



## 2020 Virtual Firm Wide Diversity Training

### **“THE SURPRISING SIDE OF BIAS – WHAT YOU DON’T KNOW COULD HURT YOU” PRESENTED BY KRISTIN HAUGEN**

Kristin Haugen, founder of Rock Solid Consultants, is focused on developing leadership within individuals and promoting inclusive culture and mindsets within organizations. Kristin is Vice President, Legal, for Morneau Shepell, a global provider of technology-enabled human resources services. Kristin serves as Chairwoman of the Board for the National Association of Asian American Professionals - Minnesota and President-Elect for Minnesota Women Lawyers.

On September 8, 2020, Kristin led a fun and engaging hour geared towards eliminating bias in the legal profession. Bias manifests in many ways seen and unseen, influencing the decisions of GOOD people. It is easier to prevent, identify, and address overt bias. But what do you do when the bias is implicit? This class:

- Educated the firm about express and implicit bias including current research findings;
- Provided us tools to assess your own implicit biases with regard to race, gender, sexual orientation, age, disability and others;
- Identified ways in which bias may be impacting the way we interact with our clients, other attorneys and the public;
- Discussed techniques to be more aware of and to counteract bias; and
- Made it easier to recognize and counteract bias in our practice.



# Where We're At

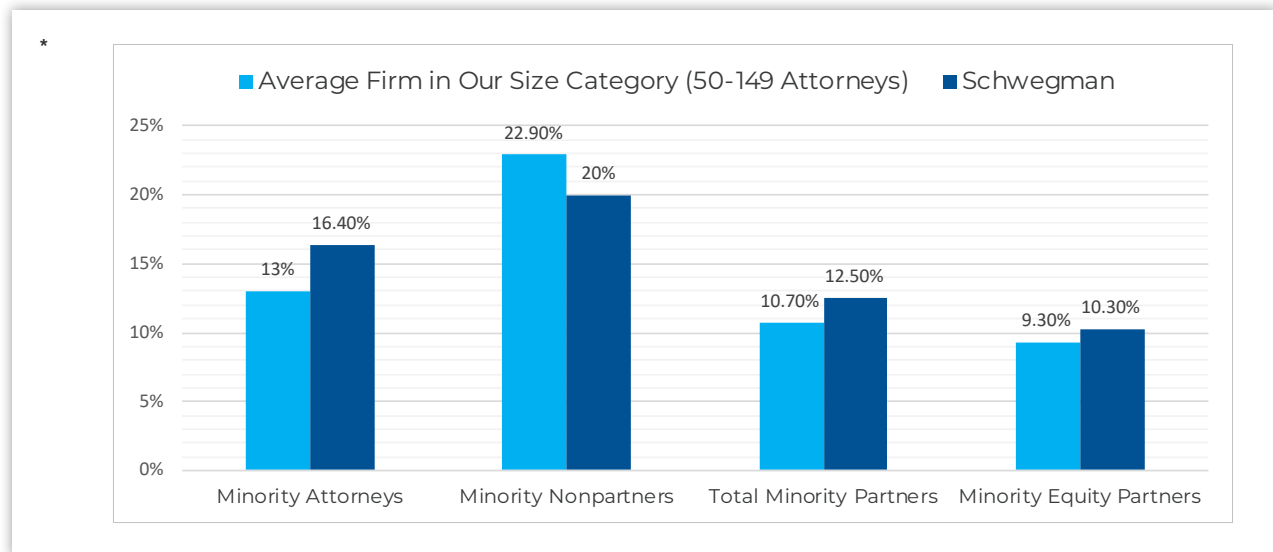
Schwegman has been recognized for its diversity in its size category. We practice in a niche area of law where diverse voices have traditionally been harder to find. That makes the focus on diversity all the more important. We are honored to have a diverse presence in our firm.



## Ranking

### LISTED AS A TOP FIRM FOR MINORITY ATTORNEYS BY LAW360 (LEXISNEXIS®)

Schwegman was recognized as being among the top 25 law firms within its size category in the U.S. for minority attorneys, [as reported by Law360 on July 7, 2019](#) and among the top 30 in its size category on [August 30, 2020](#). Law360 is a LexisNexis® company.

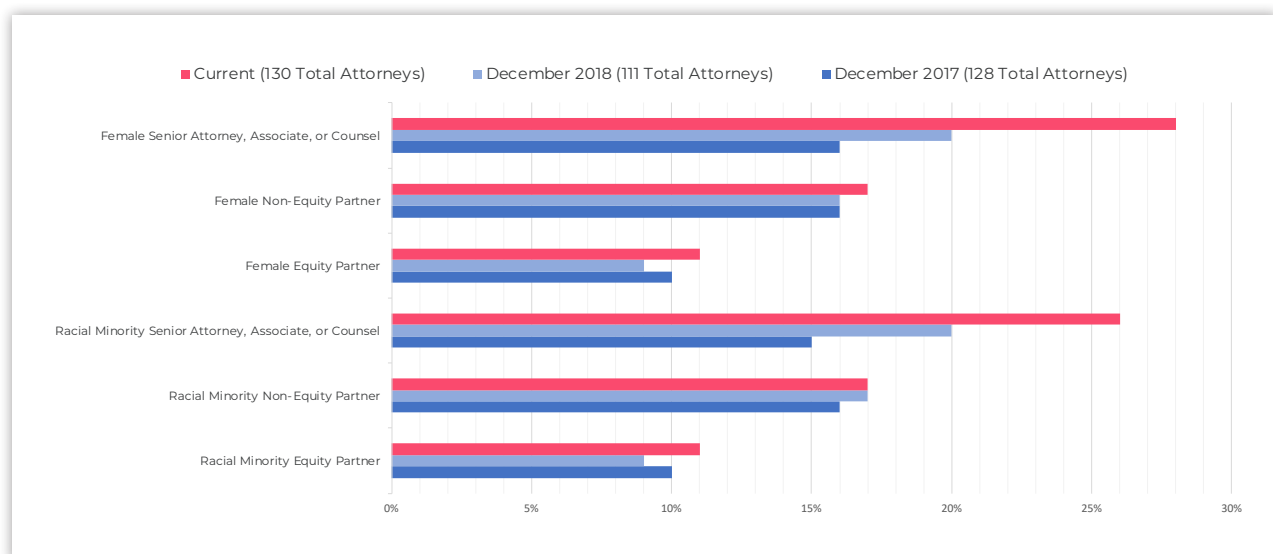


\*These numbers reflect the [2019 Law360 Diversity Snapshot](#).

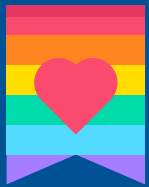
## Firm Progress

### OUR NUMBERS BASED ON THE ABA DIVERSITY MODEL

Below are numbers based on our results in the [ABA Model Diversity Survey](#) from 2017 to 2019. These reflect percentages for our full-time, U.S. attorneys only.







# Looking Forward

The diversity in our firm has enriched our lives – and enriched the service we bring our clients. We're working tirelessly to make our work-place an even more vibrant, inclusive place. To learn more about our commitment to diversity and inclusion, [click here](#).