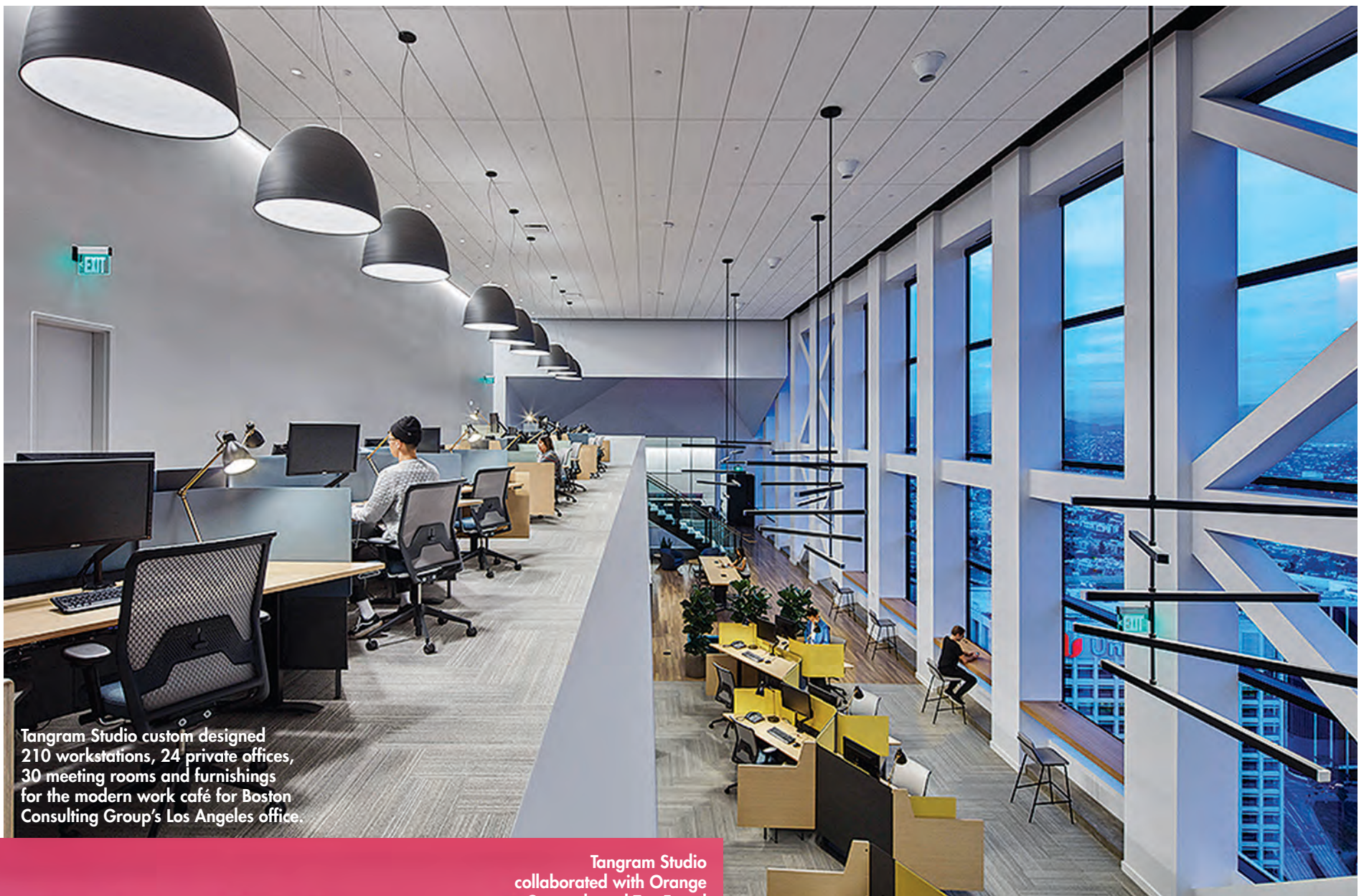


Silicon Beach Regional Report

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Tangram Studio custom designed 210 workstations, 24 private offices, 30 meeting rooms and furnishings for the modern work café for Boston Consulting Group's Los Angeles office.

Tangram Studio collaborated with Orange County-based Too Faced and Gensler to convert a 60,000 square foot DMV into a space that embodied the company's brand.



The Co-Designed Workspace: Bringing a Shared Vision to Life

By CHARLOTTE WIEDERHOLT

"CO-DESIGNING" a workspace signifies a close collaboration between a client (and others, like an architect) and an industrial designer, to create a space that fits the client's vision, represents their brand and embodies their culture. To be successful, a co-design project requires a client who wants to be actively engaged and a contributor to the process.

For those who are excited about being on the team as well as those with ideas about what they're looking for yet open to collaboration, the co-design process typical starts with the designer asking questions to discover client's vision, brand, culture, short-term and long-term needs, planned use of the space, practical requirements, and so forth.

WHY HAS CO-DESIGN TAKEN OFF?

There are several drivers behind this trend and why it can be so effective in developing innovative workspaces.

TECHNOLOGY

The worlds of information and manufacturing have seen dramatic change due to advances in technology for efficiency and logistics. Moreover, as consumers, we have increased access to products made specifically for us as individuals. The expectation of a customized experience is powerful and becoming ever more pervasive.

DO IT YOURSELF

There is an ongoing DIY movement reflecting a desire for involvement in the design process as portrayed in all forms of media including television, YouTube, the Internet and magazines. This exposure has filtered into the commercial sector with a desire on the part of clients to engage and be part of the process of creating innovative office workspaces as well.

EDUCATED BUYERS

In the “old” days before the Internet, an average client relied on a commercial interiors provider to select the finishes from a set of samples and create a design. That restriction is now out the window, with thousands of options for finding what you love and makes your project unique.

IS THE CO-DESIGN APPROACH WIDESPREAD?

Driven by these three factors, workspace co-design is a movement happening throughout the United State and around the world. If we peruse any design-oriented magazine, we’ll see spaces that have been designed in partnership with the user. It’s human nature to want to express

who we are as individuals as well as what our organization represents in terms of brand and culture. Access to information and new technologies has made it possible for the average person anywhere to collaborate and be part of that exciting process.

The trend to co-design has forever changed the office environment. Clients and designers have the ability to push design further to come up with a distinctive solution. Plus, there can be less project risk if the client is part of the team and a co-creator. Offices are less generic, more curated and tailored these days because of this process. When a client is engaged, every aspect of the project can become unique and specific to who they are.

WHAT ARE SOME BEST PRACTICES?

At Tangram, we have excelled at the co-design process because we see a project as not just selling a product. We don’t bring out a catalog of items to select from and hope the client likes one. What we have developed over time is a well-honed process that in the end creates beautifully furnished and highly functional workspaces for people. Starting from scratch on every project ensures that critical input from both client and designer comes together to deliver a successful outcome.

About seven years ago, we did a study of our clients to identify who they are, what markets they’re in, size offices, locations, etc. The common thread was that every project had someone from the client and design firm who wanted to create something special and be part of the process. That approach holds true today and has resulted in some extraordinary workspace environments.

Charlotte Wiederholt is Creative Director of Tangram Studio. For more information, visit tangraminteriors.com or call (562) 365-5000.



For OceanX in El Segundo, Tangram Studio provided 140 custom butcher block workstations complemented by hot rolled steel panels lined with custom colored fabric to match the OceanX logo.

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Source Code Object code Malware SDKs API Saas CMS UI Wh
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SILICON BEACH REGIONAL REPORT

Getting a Leg Up as a Start Up

YOUR company has many advantages over its competition because of your unique ideas, first-of-its-kind technology or software and highly sought after talent. But you still may not be prepared for the typical challenges that you may face when you first open your doors or web browser for business.

Attorneys at Greenberg Glusker who advise start-ups at every stage of their lifecycle answered the most common questions they get from founders of companies in Silicon Beach and beyond.

Jesse Saivar, an IP protection and enforcement attorney who also handles licensing deals provided these responses to the following questions:

What are some of the most common mistakes start-ups make when it comes to protecting IP?

SAIVAR: Young businesses often operate under the assumption that if they pay a third party for services, they own the resulting work product. They don't realize that a transfer of copyright ownership requires a written instrument. This is common with technology companies and I have seen this lead to sticky situations during a closing. The second mistake I often see businesses make is assuming that if they have a properly worded privacy policy, they've satisfied their data security obligations. They need to understand that it's not the language of the privacy policy that matters, it's the accuracy. Having a picture perfect privacy policy that the company is not following is almost worse than having a deficient policy.

What advice would you give to an early stage technology company with respect to protecting its intellectual property assets?



Saivar

SAIVAR: It goes without saying that if an early stage company has developed unique patentable technology they should speak with a patent attorney about the possibility of a registration. Unfortunately, however, most early stage companies don't yet have the money to invest in a full-blown patent application. In addition, many tech companies in LA are dealing in entertainment-based platforms or apps that likely don't include anything patentable. For companies in either situation, their best legal protection is twofold. First, they must make sure they have the proper agreements in place to own the tech they do have. Second is requiring NDAs to be signed before sharing anything of significance with a third party. Ultimately the best protection is often being first to market, as long as the product and rollout is well executed (being first to market with an inferior product, on the other hand, only invites others to improve upon the idea).



Toohey

Should California companies that hire software programmers always use a "Work for Hire" agreement, or is there a preferred way of securing the rights to the software?

SAIVAR: The ubiquity of work-for-hire agreements has created an expectation that they should be utilized in any relationship that involves the creation of rights that may be protectable under copyright. What many businesses don't understand is that, under the Copyright Act, there are actually only nine distinct categories of works that can qualify as works-made-for-hire outside of an employment relationship. There is usually a legitimate question as to whether the rights under a software development agreement would fall under one of those categories. Worse yet, a little-known quirk in California employment law causes a contractor under a

work-for-hire agreement to be classified as a "special employee" which can impose certain unemployment insurance and workers' compensation obligations on the hiring party. For these reasons, I recommend that most software development agreements should simply include assignment language instead of traditional work-for-hire language.

There have been a number of reports of massive corporate data breaches the past few years. Timothy J. Toohey, head of the firm's Cyber Security Practice who works to assure that his clients' propriety, person and customer and employee information and other sensitive data are fully protected responded to the following question:

Should cyber security be as much of a concern for start-ups as they are to large corporations?

TOOHEY: In today's highly interconnected world, all businesses, including new businesses, must protect themselves against cyber-attacks. Hackers are constantly on the lookout for vulnerable companies—either to exploit their assets or as an entry point to their customers or users. Any business may be the victim of a ransomware attack through a "phishing" expedition or intellectual property theft. Indeed, many smaller or medium size businesses do not survive such attacks. The best time to protect yourself is before an attack has occurred. Basic security measures are not expensive, particularly when compared to the consequences of loss of key assets and the compromise of privacy that inevitably comes with a cyber security incident.

For more information go to greenbergglusker.com.

New Los Angeles Staffing Firm Delivers Top Talent to Silicon Beach and Beyond

THE rapid growth of Silicon Beach has given rise to a booming tech and creative scene in L.A., creating demand for the best and brightest candidates to fill an ever-increasing number of jobs. With its wide-ranging network of contacts throughout Southern California, FullDeck is ideally positioned to help startups and established companies find the people they

relationships with clients in a variety of industries: advertising, design, entertainment, interactive/digital, ecommerce, media, marketing, consumer products, beauty, fashion, hospitality, tourism, and more.

"We made the decision to launch FullDeck because of our genuine respect and admiration for creative professionals," said Founding Part-



"Fortunately for our clients, we are workaholic perfectionists, committed to delivering a quick and effective solution when our clients need it most."

EMILY REED, Founding Partner

need, quickly and efficiently, through freelance, contract-to-hire and full-time direct placements.

FullDeck's founding partners, Carrie Rogers and Emily Reed, have nearly 20 years of combined staffing experience in the creative arena, and both have enjoyed long-established rela-

tioner Carrie Rogers. "It's important to love what you do. We like working with creative people, and we enjoy seeing the many amazing things that our candidates create for our clients. It also makes us feel proud to know that we have contributed, in some small way, to fostering a world

with more creativity and bigger ideas."

While passion and industry experience help to set the firm apart, the staffing experts at FullDeck are also known for their tireless work ethic, and for the friendly, personalized service they provide.

"Fortunately for our clients, we are workaholic perfectionists, committed to delivering a quick and effective solution when our clients need it most," said Founding Partner Emily Reed. "We can be proactive or reactive, and we always cater our process to meet our clients' specific needs and budgetary considerations. It's critical that we provide our clients with the best return on their investment, so our top priority is to make sure we find the right person for the job every time, and that's why our recruiting method is so stringent."

FullDeck staffing experts interview and assess every candidate thoroughly, a vetting process that includes portfolio reviews to ensure that each candidate possesses the necessary skills for the assignment.

"Our approach is a thoughtful one, regardless of what the assignment is," added Reed. "We work closely and strategically with our clients to help them find perfect matches for all of their staffing needs."

FullDeck is an L.A.-based staffing firm — offering freelance, contract-to-hire and full-time direct placements — with a primary focus on creative services: digital, print, media, marketing, and software development.

For more information, visit fulldeck.la.

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SILICON BEACH REGIONAL REPORT

LMU Announces New Playa Vista Campus

LOYOLA Marymount University, Silicon Beach's own University, has leased more than 50,000 square feet of space for its new LMU Playa Vista Campus, expanding the university's Silicon Beach presence, President Timothy Law Snyder, Ph.D., announced today. Through a long-term lease agreement with Tishman Speyer at The Brickyard Playa Vista, LMU will design learning and creative spaces in preparation for a fall 2018 opening. LMU Playa Vista Campus will house graduate programs for LMU School of Film and Television, ranked No. 6 in USA Today's national film school rankings. LMU will also offer spaces for

creativity, where world-changing ideas are imagined and formed. Silicon Beach is one of the world's fastest-growing startup ecosystems, an ideal counterpart for LMU as the definitive center for global imagination and its impacts." LMU School of Film and Television will continue to partner and expand upon its programs and initiatives in Silicon Beach, preparing LMU students for careers in the creative economy. The school will also develop dynamic creator spaces for students and the greater community. LMU has longstanding programs and relationships that interconnect the university to Playa Vista, including LMU M-School Institute of Marketing, LMU Center for Urban Resilience, LMU Fred Kiesner Center for Entrepreneurship, and LMU School of Education's Family of Schools. LMU will explore other academic areas and initiatives that may benefit by proximity to the Playa Vista culture and industry. Designed by local architect Michael Maltzan with Gensler, The Brickyard is named for its white-glazed brick exteriors. The 425,300-sf campus will include offices, retail space, parking and other amenities. LMU Playa Vista Campus is located at 12105 West Waterfront Drive in Playa Vista. With the iconic bell tower and bluff letters nearby, the new campus marks the university's third location, including the Westchester campus in Silicon Beach and Loyola Law School downtown.

Learn more at LMU.edu.

"LMU Playa Vista Campus is a game-changer."

TIMOTHY LAW SNYDER, President

academic and creative activities and events, placing students and faculty members in the heart of L.A.'s tech innovation and creativity hub. "LMU Playa Vista Campus is a game-changer," Snyder said. "As the University of Silicon Beach, our industry partnerships, immersive and interdisciplinary learning opportunities, career pathways, and ideal location are unmatched. LMU is already a crucible of

Silicon Beach Hosts its first Insurtech Event

DROPIN, Inc. (DropIn), provider of an on-demand, live video platform for the insurance and automotive industries, partnered with tech networking industry leader Digital LA to host a fireside chat discussing the state of the union in Insurtech hosted at CTRL Collective. The first of its kind held in Silicon Beach featured the Director of Innovations from State Farm, Bill Cecil, DropIn founder Louis Ziskin, and Insurtech investor/ resident entrepreneur with Propeller.vc, Ben Way. Bill Cecil, of State Farm noted DropIn's popularity with insurers is that the company "listens to clients and tailors the DropIn platform around those needs rather than imposing their technology on insurance companies." "We analyze our clients needs and environment and optimizes our platform to satisfy those needs," said Louis Ziskin, CEO for DropIn. "We are excited in the coming weeks to announce a new partnership that continues to place DropIn on the cutting edge of the (now growing) insurtech scene." Digital LA was founded in 2007 by veteran entertainment executive, Kevin Winston. Digital LA's newsletter subscription boasts nearly 80,000 members, and is continuing to grow. Los Angeles, California-based DropIn was the first company to provide two-way audio with less than one second latency live streamed from a drone, and is an innovative

provider of live video and still image capture via drones and smartphones for the property and casualty (P&C) insurance and automotive industries. Ziskin recently demonstrated DropIn's image capture capabilities for insurance industry attendees, press and potential investors during the Plug and Play Insurance Accelerator's Winter Summit in Sunnyvale, California, and will be speaking next on March 15th at a "Career Day" for Beverly Hills High school students discussing entrepreneurship. DropIn provides an on-demand, live video platform which enables more precise underwriting risk assessments, speeds claim resolution, enhances damage estimate accuracy, and reduces indemnity and loss adjustment expenses (LAE). DropIn ensures property and casualty (P&C) insurance companies, managing general agencies (MGAs), third-party adjusters (TPAs), segments of the automotive industry, and managed repair networks, can access and utilize streaming video and high-resolution photos captured directly by customers or via a crowdsourced independent contractor network using commonly-available insurtech tools, such as smartphones and drones, to achieve better insight into the intricacies of auto and property damage for enhanced decision-making. For more information about DropIn, please visit dropininc.com.

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— CHARLOTTE WIEDERHOLT
CREATIVE DIRECTOR OF TANGRAM STUDIO



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