

Cleantech and sustainability have clearly come of age in the 21st century — and are here to stay. As more and more business leaders recognize the impact of climate change and the mispricing of natural resources, investment in Cleantech and its many diverse sectors is reaching record levels from VCs, private equity funds, large corporates and governmental entities. The far-reaching changes underway will have a transformative effect on all types of businesses for decades to come. With that in mind, we asked two leaders in the Cleantech space to discuss the industry and its rapid expansion.



Suz Mac Cormac, co-chair of MoFo's 150-lawyer Cleantech Group, talks about what's driving the industry's growth and why the firm is widely considered to be the leader in the sector.

Cleantech is exploding. What's driving that growth today?

Three of the primary driving forces in Cleantech today are intellectual property, government regulation, and the need for renewable energy and energy efficiency in the wake of climate change and natural resource constraints.

MoFo has a broad array of Cleantech expertise. Can you talk to me about those capabilities?

Morrison & Foerster was an early entrant to the Cleantech sector — not because we were smarter than others but because we were listening harder to our clients, would-be clients, and other experts and innovators. They recognized, as we soon did, that we were experiencing the beginnings of a global macro-trend that would have a profound impact on entrepreneurs, established companies and investors alike. We acted on what we heard by assembling an interdisciplinary team to immerse itself in this exciting new sector. Now, two decades later, Morrison & Foerster has emerged as the leading Cleantech firm in the world. Every day, our teams deliver innovative advice and world-class service to a diverse roster of Cleantech clients. Our Cleantech Group is comprised of over 150 attorneys who deliver practical, business-savvy advice to public and private companies commercializing technology solutions to climate change and natural resource constraints. In its latest (2011) edition, *Chambers USA* recognized us for our Climate Change Law and Renewable & Alternative Energy Projects expertise.

How do MoFo's capabilities differ from those of your competitors?

We offer full-service legal representation in all key areas. These include intellectual property, which is the major source of value for most Cleantech companies. Our more than 100 Ph.D. patent agents, who understand the specific technology for diverse Cleantech sub-industries and how to protect that technology, give our clients a leg up. We have cutting-edge expertise in the energy and environmental regulations that drive and define the Cleantech market. That's rare at a big, full-service firm such as MoFo. We have emerged as the leader in the rapidly evolving field of clean energy regulation and markets. We have a strategic focus together with required expertise in project finance and development, which is more complex in renewable energy development and infrastructure. Further, we understand the various types of convertible debt and equity financings required to make these companies successful, and have more experience than any other firm in working closely with U.S.

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government financing sources, including the Department of Energy Loan Guarantee Program. And a host of other critical areas: our Corporate practice is world-class and assists clients from all areas of the Cleantech sector take conventional and revolutionary products and services in new directions; our tax attorneys advise Cleantech clients on a broad range of domestic and international tax matters; and we are a well-known litigation powerhouse with Cleantech work in areas like securities, green marketing, and IP litigation.

Sounds like a lot of moving parts. How does it all work to benefit clients?

In the end, it's our thoroughly integrated approach that delivers second-to-none value to clients and truly differentiates us from our competitors. MoFo has made a significant investment in internal groups that monitor industry trends, promote client relations, and advise on the use of legal services to provide business value to clients. We are not aware of any other firm that does what we do, as well as we do it.

Keep in mind that Cleantech is a highly diverse industry sector. Our lawyers have specific experience across many Cleantech sub-industries and subject matters such as renewable and alternative energy; regulation of carbon and other greenhouse gas emissions; and marketing, advertising, and other "green" activities.

Green pays in many ways and it takes a market leader to know one. That's why so many of the leading players in the Cleantech sector choose MoFo.