

## STEVEN R. SEDBERRY

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### EXPERIENCE

VF CORPORATION, Denver, Colorado

2005-2022

Brands: The North Face®, Timberland®, Jansport®, Dickies®, Vans®, Supreme

- ***Vice President and General Counsel, Americas***  
Supervised four General Counsels and an organization of 12 attorneys;  
And 15 paraprofessionals.
- ***Vice President and General Counsel, Eastern Division***
- ***Vice President, Legal Services, VF Imagewear, Inc.***
- ***Director, Legal Services, VF Imagewear, Inc.***
- ***Corporate Counsel, VF Imagewear, Inc.***

OGLETREE, DEAKINS, Memphis, Tennessee

2003-2005

*Associate: Employment* defense litigation and counseling to large corporate clients, including ServiceMaster, TruGreen, and FedEx.

BRACEWELL, LLP, Houston, Texas

2002-2003

*Associate: Corporate* governance, transactions, Securities Exchange Commission work, and Sarbanes-Oxley compliance.

### SKILLS

- Advisor to Senior Business Management. Participation in all senior leadership meetings and advise five business unit presidents. Involved in all strategic decisions, including finance, operations, strategic partnerships, innovation and technology, international expansion, and compliance.
- International and Compliance. Established Middle East branch office; oversight of legal activities in Latin America. Created and implemented international anticorruption and anti-boycott/trade sanctions/government contracts compliance and training program.
- Contracts. Negotiation and drafting extensive commercial agreements, complex agreements, vendor, website management, license, intellectual property, employment, labor and other agreements.
- Government Contracts. Customs Border Protection, General Services Administration, and state/municipal contracts.
- Intellectual Property. Negotiated multimillion-dollar license agreements with NFL, MLB, NBA, NHL, and collegiate licensing entities. Patents, trademarks, and copyrights.
- Employment. Employment agreements, non-competition agreements, severance agreements, workers' compensation issues, and regulatory issues.

- Real Estate. Leases, purchase and sale agreements, due diligence.
- Mergers and Acquisitions. Spin-offs, acquisitions, divestitures.
- Advertising Law. FTC Act, Green Guides, Endorsements and Testimonials.
- Antitrust Law. Sherman Act, Robinson-Patman.

## **EDUCATION**

Vanderbilt University School of Law, Nashville, Tennessee  
University of Texas, Austin Texas - BBA

## **BAR ADMISSIONS**

Licensed to practice law in Texas, Georgia, and Tennessee. Admitted to the United States District Court, Eastern District of Texas; and the Western District of Tennessee.

## **SERVICE AND RECOGNITION**

Service: Continuing Legal Education faculty/trainer- Lawline: “Anticorruption Compliance”- New York, NY.

Awards: Selected for VF Corporation’s Excellence Award. The only lawyer in the company’s history to receive this award; the criteria are innovation and value-creation.

Lipscomb University: Adjunct Professor, Business Law

Vanderbilt Law School: Adjunct Professor, Master of Legal Studies Program

MENSA member

## **PUBLICATIONS**

### **Books**

Law School Labyrinth- The Guide to Making the Most of Your Legal Education, Kaplan Publishing/ Simon and Schuster. (2<sup>nd</sup> Edition, May 3, 2011).

“Regulation of the Securities Market in the Republic of Kazakhstan”, with Elya Duisemaliyeva, as contributors, Doing Business with Kazakhstan, Kogan Page.

### **Articles**

“The Changing Landscape of Corporate Integrity, Compliance and Governance Laws—Guide to Final SEC Rules” (Sarbanes-Oxley), Bracewell & Giuliani, LLP.

“Rainmaking: Don’t Overcomplicate It”, Association of Corporate Counsel Docket Online.

**NON-LEGAL MANAGEMENT EXPERIENCE:** Former COO of publicly-traded industrial company