



**Linda Alvarez** has been practicing law since 1997. She began her career in large firms - Wilson Sonsini Goodrich & Rosati (Palo Alto) and Vinson & Elkins (Houston) – where she represented multi-national corporations in matters concerning trademark rights, copyrights, advertising practices and issues related to the conduct of online business. Beginning with her engagement as a member of the team successfully defending the first mp3 player to come to market<sup>[1]</sup>, Linda has remained active on the frontier where digital technology pushes the boundaries of legal concepts designed for the analog and print-based era. As Senior Counsel for Litigation and Trademarks at Align Technology, Inc., Linda managed major litigations on behalf of the corporation as well as shepherding the company’s valuable consumer trademark portfolio. With the successful conclusion of the litigations in 2005, Linda chose to re-focus her career toward transactional work and launched her solo practice. Her clients include best selling authors, filmmakers and businesses from sole proprietorships to corporations with internationally recognized consumer brands. She currently serves as Chief Satyagrahi for Wevorce, Inc. and offers trainings, mentorship, and facilitation to individuals and groups through [WholeHeartedLawyer](#).

Linda’s work as an attorney and as a business consultant transforms the way contract negotiation, drafting, and enforcement impact business relationships. Linda facilitates a wide range of transactions and relationships, enabling the parties to design worthwhile, sustainable and enjoyable transactions and relationships, conduct their business and legal affairs with integrity, and establish reliable frameworks for addressing disruption productively.

*‘Discovering Agreement’* empowers parties to operate in alignment with their vision and values without sacrificing effectiveness or credibility. This innovative approach generates legally enforceable documents that embed ‘operating systems’ into clients’ business and contractual relationships, inspiring and supporting sustainable, beneficial, re-generative behaviors as well as the rapid return to alignment and productivity should unexpected events or disagreements arise.

In 2012, Linda was recognized by the American Bar Association as a “[Legal Rebel](#)” for her work in bringing change to the legal system. Her book, “[Discovering Agreement: Contracts That Turn Conflict Into Creativity](#)” was published by the Amer. Bar Assoc. in 2016 (2d edition, paperback by Candescence Media 2017).

