



Geneve DuBois

Co-Founder & Executive Legal
Products Director and CMIO of
SeedJura Group

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Leveraging her extensive experience as a lawyer representing both foreign and domestic entities in a dynamic and ever-changing global market and her unique background as a technologist who worked as a computer programmer and product manager in the booming FinTech and communication technology industries, Geneve is spearheading a transformation in legal services through SeedJura. Through her innovative approach, Geneve is redefining how legal services are delivered and reshaping the industry for the better.

LEGAL EXPERIENCES

Geneve has provided guidance to numerous foreign and U.S. investors and real estate companies in navigating the legal complexities of the U.S. and global markets. Geneve has specialized in the real estate industry and cross-border transactions during her tenure as a partner at Holland & Knight from 2006 to 2017 and subsequently at DLA Piper prior to joining SeedJura in 2022. With her extensive legal knowledge, Geneve is exceptional offering invaluable insights and guidance to clients abroad who desires to invest in the U.S. real estate, as well as to U.S. companies seeking to conduct business with foreign investors.

Moreover, Geneve's fluency in Mandarin and Cantonese, combined with her profound understanding of Asian and Western cultures, has been vital key factor in bridging cultural gaps between American and Chinese companies in numerous business and real estate transactions. Her unique ability to comprehend and address the nuances of cross-cultural business dealings makes Geneve an invaluable asset in facilitating successful outcomes in these types of engagements.

Her past legal experiences including without limitation (organizing, managing and overseeing local counsels, as applicable):

- ❖ Represented a leading Chinese insurance company in its acquisition of a 6-star hotel worth over \$200 million located in a major U.S. city.
- ❖ Represented prominent Chinese and Japanese real estate companies in their investments and joint ventures of multifamily projects in various cities across the U.S.
- ❖ Represented Asian and U.S. companies in their acquisition and development of industrial projects in various cities across the U.S.
- ❖ Supported developers in purchasing and selling all types of commercial properties based on clients' needs and assisting them with development phase of real estate projects.



- ❖ Represented cross-border lender(s) and borrower(s) in structuring the mezzanine loans for real estate projects which has included the negotiation and preparation of documents for all aspects of the loans.
- ❖ Represented U.S. and Asian real estate companies in the leasing of commercial properties to large and small tenants.
- ❖ Negotiated and drafted hotel resort management agreements, technical service agreements and license agreements for developers and hotel companies.
- ❖ Structured branded and non-branded residential projects including the negotiating and drafting the development, residential management and marketing license agreements. Drafted club membership and rental program documents including bylaws, master declarations and shared facility agreements.

TECHNOLOGY AND BUSINESS EXPERIENCES

Before pursuing her legal career, Geneve worked as a computer engineer at EDS, a global software development company (merged with HP) and later as a marketing and product manager at Weblink Wireless, a telecommunication company. During her tenure at both companies she collaborated with numerous technology companies, Chinese delegates and investment companies in business negotiations and dealings.

Her in-depth experiences in both legal and technology industries domestically and globally gives her the vision and understanding as to how to create an innovative technology platform that connects, trains and coordinates lawyers from firms of all types, as well as clients of varying sizes, locations and needs.

The key in making SeedJura a one-of-a-kind legal technology platform is Geneve's ability and leadership in:

1. Analyzing and deconstructing the legal process;
2. Reassembling them into useful legal products and services with technology;
3. Bridging the communications gap among lawyers, businesses, and technologists;
4. Understanding user adaptability challenges and approaches;
5. Designing and implementing processes and technology step by step; and
6. Humanizing technology to create a user-friendly experience.

"The problem with legal technologies (or even many technologies) today is that most of them are built by technologists with very little knowledge and experiences in legal processes. It is like attempting to win a race with a car built by someone who doesn't even know how to drive. Technology is not just about hardware and software, but most importantly, it is about incorporating repeatable and adaptable processes with human interaction" a direct quote by Geneve.

BACKGROUND INFO

Geneve was born in mainland China and raised in Hong Kong. She immigrated to the U.S. when she was 17 as an exchange student in East Texas. After graduating from TCU, she worked at EDS and then Weblink Wireless for 5 years and then earned her J.D. from the SMU Dedman School of Law. She became a U.S. citizen over 17 years ago, which remains one of the proudest moments of her life.

Geneve's husband, Dale DuBois, is one of the co-founders and the Chief Technology Officer of SeedJura. In addition to her legal and entrepreneurial pursuits, Geneve is also a talented musician, having played the



violin with the TCU Symphony and performed a piano concerto with Kilgore College Symphony. She is also a passionate baseball fan, largely inspired by her son's enthusiasm for the sport.