



Magda Fincham

General Counsel

PERSONAL PROFILE

As ApiJect’s General Counsel, Magda Fincham may be viewed as a “legal sherpa,” helping the company navigate a complex and evolving legal landscape that becomes more visible as the company’s business plans and goals are developed. In this role, she counsels on various paths, options and potential consequences arising from intersections of areas of law that may guide business decisions.

“I enjoy working as part of this incredibly innovative team to think through pragmatic and pro-active solutions which are not only responsive to legal requirements, but also help us achieve our business goals,” she says.

Born in Soviet-dominated Poland before the breakup of the USSR and its empire, Magda and her parents left Poland during the imposition of Martial Law in 1981. They exited with only what they could pack in their car, moving stealthily through Eastern Europe to benefit from a refugee relocation program run by then-West Germany. The family’s ultimate goal was pursuing better opportunities in the U.S.

Magda’s childhood memories of Poland and West Germany, as well as her family’s struggles to start life in a new country, have shaped her drive and her appreciation for the many

opportunities she’s enjoyed since. Becoming a U.S. citizen at 17, she worked her way through college by waiting tables and driving buses while earning a B.S. in chemistry. She then worked her way through Pace University’s law school while employed as an inventor at Walker Digital Management, an invention lab.

“A pioneering company like ApiJect allows me to utilize my training and experience in law and life sciences to strongly support the creative mission.”

— Magda Fincham —

As an IP attorney, Magda rose to become Walker Digital’s Director of IP Commercialization and eventually its Vice President of Intellectual Property. In 2009 she exited to co-found Fincham Downs, LLC, serving national and international clients with specialized counsel in patent, trademark and copyright procurement, management and monetization.



Magda and her husband Carson Fincham (who took the photograph) are the parents of these three kids who began arriving while mom and dad studied law.

Beyond IP, she has spent many years working with entrepreneurs in developing young companies.

“ApiJect is an exciting place to be for so many reasons,” she says. “Today we’re part of responding to a current global health crisis. Longer-term we’re creating ways to help people everywhere by solving previously unsolved problems in health and medicine.

I am grateful and proud to play a role in a company with such a meaningful mission and that pursues that mission with a relentless energy and focus.”

“What adds value is a focused, problem-solving approach.”

An organization innovatively combining well-established technologies, benefits from equally diverse approaches to business and legal strategies. Law can offer pragmatic, problem-solving thinking to help an organization achieve its business goals, according to Magda Fincham.

Magda Fincham brings a deep understanding of the value—and challenges—of innovation to her role as ApiJect’s General Counsel.

During 20-plus years of assisting both startups and world-class innovators domestically and overseas with all aspects of intellectual property law and the business and legal aspects of starting a new company or running a mature organization, she has also acquired first-hand knowledge of the time, resilience, financial resources, effort and creativity that innovation frequently demands.



Magda was born in Poland when it was under the Soviet Union’s control. She escaped as a small child with her family and later became a U.S. citizen.

INTERVIEWER: Magda, why do you believe that a company based on innovation in technology and business relationships, also requires an innovative approach to thinking about the law?

MAGDA: A company as dynamic as ApiJect is not well served by the cookie-cutter approach of selecting legal solutions or frameworks based merely on what has previously been done. I have a great deal of respect for the certainty that a well-developed body of law and tradition provides. At the same time, if answers don’t immediately present themselves, my scientific training and many years of working with entrepreneurs, inventors and engineers leads me to challenge,

ask questions, and continually try to find solutions to tricky problems.

I enjoy the research and discussion with my fellow legal experts and business counterparts that is sometimes necessary to identify a legal framework or solution that makes the most sense for a given situation.

Clearly, science evolves every day, new technologies are invented daily and new situations continually arise. How does the law speak to that?

Often a traditional approach is the easiest answer. But it may not be the best fit for the company, or its mission. What really adds value is a creative,

problem-solving approach to legal considerations and concerns.

I try to work collaboratively as a team member to suggest innovative solutions that not only take into account the legal framework within which we need to operate, but also help us achieve our business goals. The objective is to maintain the maximum possible flexibility, speed and efficiency while identifying and mitigating potential risks

What do you see as ApiJect’s biggest challenge right now?

I think our biggest challenge at the moment is maintaining our simultaneous focus on short-term and long-term goals that are both very demanding.

On the immediate time horizon, our team is working incredibly hard to bring BFS (Blow-Fill-Seal) aseptic plastic prefilled syringes to the U.S., and eventually to the world, as a viable packaging solution for vaccines to combat the COVID-19 pandemic. Everybody wants to save lives; everybody wants to be part of the solution and help get our economy and people’s lives back to normal.

And how do you define the long-term objective?

Over the longer term, our original mission was in global public health, providing safer injections and wider routine vaccinations internationally. We know there are many, many other

diseases that can be eradicated or decreased with the help of the BFS technology.

Both of these goals are incredibly important and valuable, and I think it will be a challenge to continue on that parallel track. I'm looking forward to being part of something that addresses the short-term crisis we're living through now, and also being part of creating something that helps people everywhere by solving previously unsolved problems in health and medicine all over the world.

Although your field is law, you have always been drawn to the sciences.

Yes, I love the sciences and medicine, and even trained as a chemist before going to law school (organic chemistry was my particular area of interest), with the idea of helping develop new therapeutic drugs someday.

While earning my law degree, I earned a certificate in Environmental Law and particularly enjoyed utilizing my background in chemistry to bring in a science perspective to this area of law.



Magda's husband Carson, a co-founding partner with Fincham Downs, again handles photographic duties as mom and the kids pose at the Tower Bridge in London.

“We try to craft forward-looking solutions with maximum flexibility, speed and efficiency, based equally on the organization's short-term needs, long-term goals and potential challenges.”

— Magda Fincham —

In that sense, working here must feel like coming home to your roots.

ApiJect is bringing me back full circle, because I still have a passion for the sciences, and have an intellectual curiosity about innovations in medicines and medical devices. I am thrilled that my legal expertise, and particularly my experience with supporting young companies and innovators, will allow me to contribute to the amazingly important mission of ApiJect and support a company focused on innovation in the life sciences.

You couldn't have designed a better intersection of my interests and training. It feels as if everything in my career up to this point—everything that I have enjoyed learning about or working with, and everything that I have gained experience in—was leading me here. It is all going to help in this role.

You have also worked around inventors all of your professional life. Before becoming an intellectual property attorney, you were an

inventor yourself for a few years. What was that like?

Right out of college, I went to work for Walker Digital Management, a research and invention lab. Our president and CEO was Jay Walker, the inventor of Priceline. It now operates as booking.com, one of the world's largest and most successful companies. The principles for Priceline came out of the Walker Digital lab.

I worked in the R&D department and my title was “inventor.” Our invention teams researched different industries, identified problems we could possibly solve, and brainstormed with Jay on solutions. Then we researched the prior art, patented any innovative concepts or business model ideas, and finally looked for ways to incorporate them into our own businesses, or to partner with someone already in the industry to bring our ideas to life in the real world.

So the focus was on creativity, innovation and problem-solving?

Right. It was never about litigating and enforcing patents. Jay wanted to improve all of these industries with the power of innovation. And I truly enjoyed learning about so many different types of industries, the problems they were facing, and brainstorming solutions that were commercially viable. The hope was to help bring solutions to problems people in various walks of life were facing and bring about transformation. I so enjoyed this problem-solving approach that I have worked to instill this in young people outside of my career. For example, I am proud to have brought Invention Convention to schools in our Town and have worked with countless children to try and instill the iterative problem-solving approach that I believe to be empowering in all areas of a person's life.

Thank you, Magda.