

# Holli Targan

PARTNER

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## Practice Areas

- ▶ Electronic Payments Law

## Education

- ▶ Wayne State University Law School  
J.D., *cum laude*  
Associate editor of the Wayne Law Review
- ▶ James Madison College at Michigan State University  
Bachelor's degree

## Bar Admission

- ▶ Michigan
- ▶ District of Columbia
- ▶ Maryland

## Overview

Holli Targan leads our Electronic Payments practice group and is a member of our Board of Directors. Holli specializes in credit and debit card processing, stored value, and payment systems law.

Holli counsels financial institutions and merchant acquiring, fintech, money transmitter, blockchain, and electronic fund transfer businesses on contractual and compliance matters. As an advisor to companies in the payments industry internationally, she provides strategic direction on merger and acquisition transactions. She also negotiates payment facilitator, independent sales organization, and BIN contracts and advises companies on card brand regulatory issues and on state and federal laws. She is widely recognized as a leading national authority on payments legal issues.

## Significant Matters

- ▶ Advised a financial technology company on state money transmitter licensing laws
- ▶ Represented an acquiring sponsor bank on BIN sponsor and compliance matters
- ▶ Represented a VC-backed merchant acquirer in multiple acquisitions of ISO companies
- ▶ Negotiated payment facilitator sponsor arrangement for ISV in the medical merchant vertical
- ▶ Counseled a financial technology company on obtaining payment facilitator registration
- ▶ Served as outside general counsel to an ATM network and merchant acquiring companies
- ▶ Represented a payment gateway on state and federal compliance matters

## Publications

- ▶ Blogging at [www.electronicpaymentslaw.com](http://www.electronicpaymentslaw.com).
- ▶ "What You Should Know Before You Sign" Digital Transactions, March 2013
- ▶ "Potential Remedies for Acquirers' Sleepless Nights" ISO & Agent Weekly, January 17, 2013
- ▶ "ISO Sponsorship Contract Trends," ISO & Agent Weekly, July 2012
- ▶ "Debit Interchange Proposed Regulation Dissected," Transaction Trends, March 2011
- ▶ "ETA President's Letter", Monthly, Transaction Trends Magazine (July 2009—December 2010)
- ▶ "Security Breach Insurance Programs," Transaction World (2009)
- ▶ "The Hidden Danger in Offering PCI Insurance," Transaction World, April 2009
- ▶ "When Selling, Don't Sell Yourself Short," Transaction World (2009)
- ▶ "If Vendor Doesn't Measure Up, Keep On Fishing for Another," The American Banker (1995)
- ▶ "In Merchant Processing Contracts, One Size Doesn't Fit All," The American Banker (1995)

## Speaking Engagements

- ▷ "Making the Most of the Rules – Surcharging and Cash Discounts" Panel Moderator, ETA TRANSACT Conference, 2019
- ▷ "Straight Talk" Panel Moderator, Wnet Leadership Summit, September 2018
- ▷ "To Surcharge or Not to Surcharge" MWAA Annual Conference, July 2018
- ▷ "ETA Law School" TRANSACT18, April 2018
- ▷ "The Mechanics of the Payfac Market" TRANSACT18, April 2018
- ▷ "Recent Legal Developments" MAC Annual Conference, March 2018
- ▷ "Fundamentals of Payment Facilitation" NEAA Annual Meeting, January 2018
- ▷ "The Ins and Outs of Payment Facilitation" RSPA RetailNOW, August 2017
- ▷ "Fundamentals of Payment Facilitation" MWAA Annual Conference, July 2017
- ▷ "Fundamental of Payment Facilitation" MAC webinar, November 2016
- ▷ "Legal Implications of Big Data" WSA Annual Conference, October 2016
- ▷ "Current Acquiring Developments" Merrick Bank ISO Conference, October 2016
- ▷ "Compliance Workshop" MWAA Annual Conference, July 2016
- ▷ "The Changing Regulatory Landscape" ETA Money Transmitter Policy Day, June 2016
- ▷ "Questions Every Payment Facilitator Should Ask Its Payments Attorney" Payment Facilitator Day, TRANSACT 16, April 2016
- ▷ "Regulatory Updates Panel" NEAA Annual Meeting and MWAA Annual Meeting, January 2016 and July 2015
- ▷ "Compliance Obligations of Payment Facilitators" ETA TRANSACT 15 PayFac Super Session, April 2015
- ▷ "AML Best Practices Compliance Workshop" ATMIA Annual Conference, March 2015
- ▷ "Should Changes Be Made to Reg II?" ATMIA US Conference 2015
- ▷ "Most Influential Women in Payments Honorees Panel Discussion" Women In Payments Leadership Exchange, Card Forum and Expo, April 2014
- ▷ "Regulatory Legal Developments" Elavon MSP Conference, November 2013
- ▷ "Industry Disruptors" WSAA Annual Meeting, October 2013
- ▷ "Government Update: What's a Lobbyist to do?" CNP Expo, May 2013
- ▷ "Money Transmitter Regulation", MAC Annual Meeting, May 2013
- ▷ "Top 5 Legal Issues" ETA Compliance Day, May 2012,
- ▷ "Money Transmitter Law" MAC 2012 Conference
- ▷ "Current Legal Issues" MAC Annual Meeting, 2012
- ▷ "Final Regulation II: Durbin Amendment Regulations" ETA Webinar, June 2011
- ▷ "Top 5 Legal Issues" ETA Compliance Day, May 2011
- ▷ "Legal Update" MAC Annual Conference, February 2011
- ▷ "Recent Legal Developments" NEAA Annual Meeting, January 2011
- ▷ "Durbin Amendment Deconstructed" ETA Webinar, January 2011
- ▷ "The Durbin Amendment" WSAA Annual Meeting, October 2010
- ▷ "Acquiring M&A Transactions" ETA Investors Forum, April 2010
- ▷ "Recent Legal Developments" SEAA Annual Meeting, March 2010

## Affiliations

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- ▷ State Bar of Michigan
- ▷ District of Columbia Bar
- ▷ Maryland State Bar Association
- ▷ Electronic Transactions Association (ETA), Past President
- ▷ Detroit Fintech Association, Board Member
- ▷ Merchant Acquirers Committee (MAC), Board Member
- ▷ Women's Network in Electronic Transactions (W.net), Board Member, Founder, and Past President
- ▷ ETA Hall of Fame, Nominating Committee Member
- ▷ ETA Certified Payments Professional Commission, Past Chairman

## Recognition

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- Women in the Law, Class of 2019, Michigan Lawyers Weekly
- Midwest Acquirer's Association (MWAA) Industry Achievement Award
- PaymentsSource's Most Influential Women in Payments
- Best Lawyers in America
- Michigan Super Lawyer
- Business Top Lawyers
- Crain's Detroit Business Super Lawyer
- GSQ Magazine's Who's Who
- Transaction World Magazine "Movers and Shakers" Award
- Lawrence Technological University Leaders & Innovators Award
- Electronic Transactions Association Member of the Year Award
- Electronic Transactions Association Committee of the Year Award
- Electronic Transactions Association Committee Volunteer of the Year Award