



## Jesse Saivar

Partner

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Jesse Saivar is chair of Greenberg Glusker's Intellectual Property and Digital Media & Technology Groups.

Jesse specializes in intellectual property protection, enforcement, compliance and deal-making in several intellectual property-intensive industries, including entertainment, video games, fashion, beauty care and emerging technology, with a special expertise in complex licensing. He serves as outside general counsel to numerous software companies and assists with their day-to-day operational needs.

### Awards

- Listed by *Los Angeles Business Journal's*, " Most Influential Lawyers: Digital Media and E-Commerce Law"
- Selected by *The Recorder* as a "Lawyer on the Fast Track," 2013
- Listed, Southern California Rising Stars, 2009-2011
- Listed, Southern California Super Lawyers, 2013-2016

### Bar Admissions

- California

### Education

- University of California, Los Angeles (J.D., *Order of the Coif*, 2005)
- Vanderbilt University (B.A., *magna cum laude*, 1999)
  - Public Policy Major
  - Japanese Minor

## Entertainment Experience

- Representing a social media marketing company in its negotiations with its software developers and television network clients as well as the creation of its standard master services agreement
- Advising an international mobile game company in its efforts to comply with the amended COPPA regulations
- Represented a major music library in the sale of its library to Warner / Chappell Music
- Represented producers in the acquisition of rights to novels and scripts and in their negotiations with talent
- Represented screenwriters with respect to television and theatrical agreements and in their negotiations with their collaboration partners
- Represented singer/songwriters in connection with publishing agreements, sub-publishing agreements, and television and theatrical synch licenses
- Represented a major studio in its negotiations with actors for a major motion picture
- Represented actors and directors in the audits of studio participation statements
- Represented a new record label in its acquisition of music rights and in its negotiations with talent
- Represented entertainment clients about whom false news stories were reported and whose names and/or likenesses were being improperly used on websites and in domain names

## Intellectual Property

- Counseling a rapidly-expanding beauty care company with respect to the clearance, prosecution, protection and enforcement of its trademark portfolio as it grew from one registration in the U.S. to numerous registrations all over the world
- Negotiating a fragrance license deal on behalf of an internationally-renowned fashion designer
- Represented a celebrity with respect to the license of her trademarks, copyrights and name and likeness for use in connection with a high profile jewelry line
- Represented a company hired by a major video game publisher to create a line of comic books based on a popular game
- Drafted numerous copyright and trademark transfers and license agreements
- Represented a major financial institution in the prosecution and protection of one of its most valuable trademarks including in inter partes proceedings before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office
- Performed clearance and prosecuted numerous trademarks for various clients in industries ranging from computer software to entertainment production

## Technology/Digital Experience

- Represented a social media startup in its negotiations with its software developers and television network clients as well as the creation of its standard master services agreement
- Advised an international mobile game company in its efforts to comply with the amended COPPA regulations
- Negotiate website development and hosting agreements and draft terms of use and privacy policies
- Represented a social media marketing SaaS platform in its negotiations with its software developers and television network clients as well as the raising of Series A financing
- Represented a start up in its negotiations with major television networks for the use of its proprietary video engagement platform
- Advised a website that offers user generated content with respect to DMCA, COPPA and CDA compliance and content clearance
- Argued and drafted ICANN domain name disputes against cyber squatters before the World Intellectual Property Organization

## Media

March 27, 2019

### **New EU Copyright Law Brings Compliance Challenges for Tech Company Counsel**

*Corporate Counsel*

January 11, 2019

### **Long Road for Short Videos**

*Los Angeles Business Journal*

November 26, 2018

### **Intellectual Property & Licensing Law Roundtable: What Businesses Need to Know**

*Los Angeles Business Journal*

November 9, 2018

### **Satanic Temple sues over goat-headed deity's portrayal in Netflix's 'Chilling Adventures of Sabrina'**

*Los Angeles Times*

April 10, 2018

### **Has This Man Sued You? A "Copyright Troll" Takes on Hollywood**

*The Hollywood Reporter*

November 27, 2017

**Intellectual Property & Licensing Law Roundtable**

*Los Angeles Business Journal*

October 4, 2017

**Feds Crack Down on Social Media "Influencers" Over Instagram Plugs**

*The Hollywood Reporter*

August 28, 2017

**Silicon Beach Report: Getting a Leg Up as a Star Up**

*Los Angeles Business Journal*

August 4, 2017

**Top 7 Firms in leading in the Virtual Reality and Augmented Reality**

*The American Lawyers*

November 14, 2016

**Intellectual Property & Licensing Law Roundtable. What Business Need to Know**

*Los Angeles Business Journal*

August 18, 2016

**Does Comedy Central own the rights to Stephen Colbert's former character on the Colbert Report?**

*Inside Counsel (free subscription)*

April 22, 2016

**Greenberg Glusker Expands Intellectual Property Practice With Certified Privacy Professional; Launches Cyber-Security Practice**

*Greenberg Glusker Press Release*

January 26, 2016

**Are the Chargers LA-Bound? Trademarks May Offer Clues**

*Corporate Counsel*

January 22, 2016

**Trademark Registration Applications by San Diego Chargers May Indicate a Decision to Move to L.A**

*Bloomberg BNA*

August 26, 2015

**Endorsements on social media run afoul of FTC**

*Los Angeles Daily Journal*

March 25, 2015

**UCool's Super Bowl ad game Heroes Charge is 'cut-and-dried' case of copyright infringement**

*VentureBeat*

February 17, 2015

**Your 2015 goal: Understanding how COPPA could ruin your day**

*Venture Beat*

February 16, 2015

**Sony's trademark for The Last Guardian has expired again**

*Venture Beat*

January 15, 2015

**Asian-American band 'The Slants' asks federal court for right to trademark slur**

*AirTalk with Larry Mantle, 89.3 KPCC*

January 6, 2015

**Super Mario 64 is getting a fan-made HD remake — for now (update)**

*Venture Beat*

October 28, 2014

**Why you should think twice about turning your short film into a game**

*VentureBeat*

August 12, 2014

**Sterling Family Trust Completes \$2 Billion Sale of Los Angeles Clippers to Steve Ballmer**

*Greenberg Glusker Press Release*

June 5, 2014

**Steam Early Access: Your rights when game development stops**

*venturebeat.com*

June 4, 2014

**Don't expect that Early Access game to get finished, says Steam's quietly updated FAQ**

*venturebeat.com*

March 25, 2014

**Cut the Rope dev challenges King's 'candy' trademark in EU**

*Polygon*

January 27, 2014

**Did King.com really 'trademark' the word candy?**

*venturebeat.com*

January 21, 2014

**What King's 'candy' trademark really means**

*Polygon*

December 15, 2013

**Greenberg Glusker Announces Five New Partners in Los Angeles**

*Greenberg Glusker Press Release*

October 15, 2012

**What's the Difference Between a Screenplay Option and a Book Option?**

*Indie Source Magazine*

October 1, 2012

**Actress In Anti-Muslim Film May Have Flimsy Copyright Case**

*Law360*

April 24, 2012

**A Stern Warning: Words Do Matter**

*IPFrontline.com*

February 23, 2012

**Michael Jordan Sues Chinese Sportswear Co. Over NameUse**

*Law360 (subscription required)*

February 3, 2012

**No SOPA For You! Lessons From The Fight Over SOPA And PIPA**

*Forbes*

December 1, 2011

**IP protection: Doing business in the entertainment world**

*Los Angeles Daily Journal*

November 25, 2011

**Silicon Valley companies fight piracy act in Congress**

*Los Angeles Daily Journal*

July 29, 2011

**YouTube Scans Clips for Studios**

*Los Angeles Daily Journal*

June 15, 2009

**Thirteen Greenberg Glusker Attorneys Recognized As Rising Stars**

*Super Lawyers*