



## Jesse Saivar

Chair, Intellectual Property & Technology

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Jesse Saivar, Chair of Greenberg Glusker's Intellectual Property and Digital Media & Technology Groups, is a tech transactional attorney with deep experience in entertainment and intellectual property law.

While his clients operate within a wide range of fields, including e-commerce, SaaS and development/design, he has particular expertise in guiding tech companies whose products are built to entertain, with a stable of digital media clients offering products focused on mobile-based content (including blogs, podcasts and short form series), AR/VR, NFTs, gaming, and the metaverse.

Jesse frequently plays the role of outside general counsel to his technology and digital media clients and assists with their day-to-day operational needs, such as drafting and negotiating software licenses (including MSAs, EULAs, and SOWs) for both inbound and outbound technology, crafting his client's deals involving talent and creators as well as content and merchandise license agreements, assisting with the creation of terms of use and privacy policies, negotiating advertising and sponsorship deals, and providing strategy with respect to intellectual property disputes.

In addition to providing tech transactional strategy and support, Jesse frequently uses his traditional intellectual property background to assist his clients across a variety of industries with their general IP needs, such as overseeing their trademark portfolios, assisting with complex trademark and IP licensing, and providing strategic input on their IP enforcement efforts.

As a trusted advisor on the latest developments in intellectual property and digital media, Jesse has been quoted in *The Hollywood Reporter*, *Forbes*, *Los Angeles Times*, *Los Angeles Business Journal*, *Bloomberg BNA* and *Law.com*. He was recently recognized in *National Law Journal's* Intellectual Property Trailblazers list.

### Awards

- Recognized by *The National Law Journal* as an "Intellectual Property Trailblazer," 2020
- Recognized by *The Recorder* as a "California Trailblazer," 2020
- 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 Super Lawyers*, 2021–2024
- Listed, *Southern California Super Lawyers Rising Stars*, 2009–2011, 2013–2017

## 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

## Representative Experience

- Provide outside general counsel services to [Barstool Sports](#), including creating and negotiating talent and content distribution agreements for its podcast and video content, negotiating major advertising and sponsorship deals, assisting with its backend tech agreements, terms of use and privacy policy, drafting and negotiating its IP licensing deals, overseeing its trademark portfolio, and providing strategy with respect to its IP disputes.
- Provide outside general counsel services to [Riot Games](#), including assisting with talent and content deals, intellectual property disputes, and backend technology agreements.
- Provide outside general counsel services to game maker [Exploding Kittens](#), including negotiating an IP license with a major studio for a branded game, negotiating a digital game license with a major game distributor, preparing agreements for its creator/influencer campaigns, drafting its standard game designer agreement and assisting with the IP elements of the strategic investment transaction by Asmodee.
- Provide outside general counsel services to [Morning Brew](#), a popular business-focused newsletter and digital content company, including drafting and negotiating its talent agreements, overseeing its expanding trademark portfolio, and assisting it with agreements related to its e-commerce business.
- Provide outside general counsel services to the multimedia studio [Wonderstorm](#), the creator of the hit Netflix show *The Dragon Prince*, including assisting in the negotiation of its distribution and licensing deals.
- Advise [Invisible Universe](#), a social-first digital content company, with respect to its agreements with celebrities concerning its social media-focused animation content, its IP licenses and content distribution agreements, and its foray into NFT-based content.
- Assist [Assembly](#), a provider of multiple e-commerce-focused enterprise SaaS solutions, with the preparation of standard customer contracts, joint development deals, terms of service and privacy policies.

- Represent [Mammoth Media](#) in connection with various content-based mobile projects, including preparing and negotiating talent agreements, content licensing and distribution deals (including an outbound license to a major television network and content distribution arrangements with major social media platforms), assisting in the establishment of its creator/influencer network, preparing applicable licenses for an NFT-based project and overseeing its trademark prosecution and enforcement.
- Assist [Powder](#), a mobile app and social network that uses AI to prepare and aggregate gaming clips from streamers and casual gamers, in connection with its creator agreements and user terms of service and a project involving game clip NFTs.
- Assist [ProSearch Strategies](#), a leading provider of software-based e-discovery solutions, with the negotiation of its customer agreements, including long term MSAs with several Fortune 100 companies.
- Assist numerous high-profile apparel brands, including SKIMS, Beyond Yoga, Good American, and BRADY™, in connection with their IP and technology matters as well as their agreements with creators and other talents.